BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

Detroit Public Library
Woodward & Kirby Avenues
Detroit, 2, Michigan

TECHNOLOGY DEPT.

MORE NEWS
is good news

THERE IS MORE than one reason why WOR broadcasts 15% more audience-building news day in and day out than the next highest-ranking news programmed major station in New York.

This edge in news reflects the *knowing* enterprise that guides all WOR programming. That enterprise is not based on WOR's own wish-fulfillment, but on the continuous, penetrating appraisal of listeners' likes and dislikes by such impartial analysts as Crossley, Inc.

Recently, WOR commissioned Crossley to ask 1,248 men and women, in all income groups, "Why did you turn your radio on?" Dominant and first reason was "to hear news". This outranked the second desire, dance music, by 15.7%.

Long before — and since — the dark days of 1941, WOR's scientific scrutiny of its program structure has consistently shown that more news is good news, as far as WOR's listeners are concerned. And because news is so *intimate* and *important* today, WOR spots it smartly to add vitality to all its programming and thus ups the impact that every broadcast minute makes on hundreds of thousands of listeners in one of the greatest listening areas on the Eastern Seaboard.

WOR

. . . first with what the public wants first

MUTUAL

Left, part of crowd at Eighth Street Theater for premiere of Paramount picture "The National Barn Dance." Below, most of the cast of 100 stars of the WLS National Barn Dance.

OLD FRIENDS *in* Midwest America

WLS PROGRAMS HAVE BEEN WELCOME VISITORS FOR A LONG WHILE

LIVING so long in the radio hearts of Midwest America, the WLS National Barn Dance and its huge listening audience are really like "old friends." This program, four and a half hours of entertainment every Saturday night, is as regular as dinnertime, as familiar as Dad's favorite carpet slippers.

Many WLS National Barn Dance fans can recall the first program, April 19, 1924, broadcast twenty-one years ago by then 500-watt WLS from its Hotel Sherman studios.

They recall the move to Prairie Farmer building studios in 1928; the "forced" change to the old Eighth Street Theater, March 19, 1932, because tickets to the studio broadcasts were all gone for seven months ahead; the crowds that jammed that theater, *paying to see a broadcast* twice every Saturday night, 7:30 and 10 p.m.

Over 1,359,000 Visitors

They have read about the WLS National Barn Dance down through the years in their local newspapers both in and out of Chicago; and in special stories in such national periodicals as Time, Tide, Life, Radio Stars Magazine, Coronet, Christian Science Monitor, and Movie-Radio Guide.

They saw or heard the major celebration in December of '41 when the one millionth visitor to the Barn Dance came to the Eighth Street Theater (total attendance for the thirteen years it has been on the stage is now more than 1,359,000). These listeners treasure memories of opening nights at Illinois, Indiana, and Wisconsin State Fairs, when the WLS National Barn Dance played to capacity throngs.

They recall famous names that were once part and parcel of "their" barn dance: Uncle Ezra, Tony Wons, Bradley Kincaid, Ford and Glenn, Irene Wicker, Alec Templeton, Gene Autry.

Scrap drives, salvage and war bond campaigns, personal appearances at county fairs, theaters, community gatherings! A full length Paramount picture based on the WLS National Barn Dance and using many of its stars!

And all this over a period of *21 years!*

This is why WLS programs are "old friends" to their listeners: why WLS programs have the confidence of their huge, responsive audience. This is why they can sell quality products and sound ideas so effectively. For WLS *programs*, like our personalities, come into Midwest American homes as *Old Friends*.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

For miles in every direction from Philadelphia's downtown area are the city's homes — more individual homes than in any other city in America. These homes in the country's third largest market consume a variety of articles peculiar to home loving families. A knowledge of the life and habits of these families has made The Evening Bulletin the largest evening newspaper in America. Under the new ownership and management of The Bulletin this same knowledge is being applied to the development of an ever increasing circle of listeners for Station WPEN.

In Philadelphia—It's WPEN

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

IF DASHING 31-year-old Bill O'Neil is called to the colors (he is now 1-A), there is a good chance that WJW Cleveland will be sold. Both Scripps-Howard (*Cleveland Press*) and Marshall Field (*Chicago Sun*, New York *P.M.*, WJJD Chicago and WSAI Cincinnati) are understood to be nosing around on a deal. Young Bill, son of the General Tire-Yankee Network chieftain, is his own employer and hasn't sought deferment although he has two children. He has no disposition to sell unless drafted.

DIFFICULTIES encountered in shifting bona fide bids for WBT Charlotte have caused another delay in disposition of the station by CBS. A half-dozen bids now are being considered and it's likely that final action will come following CBS regular board meeting this week. One top bidder, a syndicate which included A. D. (Jess) Willard, general manager, was forced to drop out but Willard is expected to remain as manager under deal finally made, subject to FCC approval. Present southern operator may get the nod, with the figure in the neighborhood of $1,500,000.

SWAP of call letters proposed to CBS by Blue, which is promoting its new identity as American Broadcasting Co., apparently isn't working out. Blue proposed that it acquire the call "WABC", now used by CBS key in New York, and that it in return would deliver "WCBS", now used by station in Springfield, Ill. on the Blue. CBS doesn't see it that way.

CESSATION of hostilities in Europe, through proclamation of V-E Day, will not impair operations of the American Forces Network. There is an ambitious postwar program of "occupation troop entertainment" under Lt. Col. John S. Hayes.

PRESIDENT TRUMAN soon will consider his first appointment to the FCC, but chances are he will leave things status quo. Term of Gov. Norman S. Case expires June 30. His reappointment for another seven years as a Republican member appears certain. Chairman Paul A. Porter is understood to be for him.

NATIONAL LABOR Relations Board is all set to file its brief this week with the Second Circuit Court of Appeals in the NABET-network-Petrillo platter-turner dispute. Board has filed a petition for a court decree to enforce its order to NBC and Blue-ABC to recognize NLRB certification of NABET as bargaining agent for platter turners regardless of reprisal threats by James C. Petrillo.

21 CANCELLATIONS

MAJOR NETWORKS cancelled 21 commercial shows Thursday night to air speeches from San Francisco United Nations Conference on International Organization. Cancellations were: NBC 7; CBS and Blue-ABC, each 5; MBS 4.

Upcoming

May 1: Hearing labor dispute between WAYS Charlotte, N. C., and IBEW before NLRB Washington, 10:30 a.m.

May 2 (tentative): Meeting Radio and Radar Advisory Committee with WPB on military cutbacks, reconversion.

May 8-10: NAB Sales Managers Executive Committee, Gunter Hotel, San Antonio.

May 9: Deadline for briefs and appearances, proposed FCC regulations on financial reports, contracts, ownership and station personnel. (Oral argument May 21.)

May 16-17: NAB Board of Directors, WOW board room, Omaha.

May 17: Primary ballots in NAB directors-at-large election must be in.

May 23: Oral argument before FCC, WOV New York, transfer of control. (FCC has issued proposed findings denying transfer to Mester brothers.)

Sept. 5: Clear channel hearings before FCC (postponed from May 9).

Bulletins

PICTURES of the San Francisco United Nations Conference on International Organization, flown to New York, were telecast Friday on WNBT, NBC video station. Films from several sources were compiled for the presentation by Paul Alley, NBC television newsreel editor.

BOB HOPE again heads "first fifteen" in C. E. Hooper's April 30 report on evening network programs. List continues: Fibber McGee & Molly, Walter Winchell, Radio Theater, Screen Guild Theater, Mr. District Attorney, Joan Davis-Jack Haley, Charlie McCarthy, Bing Crosby, Jack Benny, Eddie Cantor, Amos 'n' Andy, Abbott & Costello, Kay Kyser (first half-hour), Hildegarde. William L. Shirer tops Sunday afternoon shows, followed by Nelson Eddy and World Parade.

BASEBALL FOR FIGHTERS

ARMED FORCES Radio Service, beginning May 1, will broadcast to servicemen in all theaters coverage of virtually all baseball games played in New York area. Where commercials are deleted, Sgt. Joe Hasel will fill in, handle recapitulation. Special transcribed summaries by Mel Allen will be shipped to all theaters.

WCNC WOULD MOVE

WCNC Elizabeth City, N. C., 250-w local Mutual outlet on 1400 kc, filed application with FCC last week for construction permit to move both transmitter and studios to Norfolk, Va.

Business Briefly

G-F TAKES BURNS-ALLEN ● General Foods Corp., New York, sponsor of Burns & Allen on NBC eight years ago, resumes sponsorship of team under five-year contract effective Sept. 20 on NBC Thursdays 8-8:30 p.m. (EWT) with repeat to West Coast, 8:30-9 p.m. (PWT). Frank Morgan, now in that spot for Maxwell House Coffee, cancels May 31. Several sponsors bidding for his service. Agency, Burns & Allen, Benton & Bowles, New York. Burns & Allen—Lever Bros. show on CBS cancels June 25.

ENOZ ADDS SPOTS ● Enoz Chemical Co., Chicago, now using seven stations in test campaign, with addition of WGL Ft. Wayne. Plans call for use of 125 stations in 1946. Agency, Lieber Adv. Co., Chicago.

GENERAL MILLS ON BLUE ● General Mills, Minneapolis, understood to be buying 10:30-10:45 a.m. (CWT) on Blue-ABC effective July 2. Agency not yet designated but probably either Knox-Reeves or Dancer-Fitzgerald-Sample.

RAYTHEON BUYS BELMONT ● Raytheon Mfg. Co. has acquired all stock of Belmont Radio Corp. Move authorized at meeting of Raytheon stockholders April 15, announced last Friday.

RAZOR BLADE VIDEO ● Pal Blade Co., New York razor blade manufacturer, May 1 will sponsor televised drama, "The History of Shaving", on WABD New York. Agency, Al Paul Lefton Co., New York.

THOMAS STARTS TEST ● Thomas Co., Chicago (hair treatment) starts test campaign WHN New York, May 5, 13 weeks. Agency, Benson & Dall, Chicago.

WHITE SOX SHOW SPONSORS ● Three sponsors participating in *Dugout Interview*, quarter-hour preceding Chicago White Sox broadcasts WJJD Chicago for 24-week season. They are Sunkraft Inc., Chicago (lamps), agency, Salem-Baskin, Chicago; Cook County Dist., Chicago, agency J. R. Kupsick Adv., New York; Czerwiec Lumber Co., Chicago, direct.

NEW PARTICIPANTS ● Participating in *Sunrise Salute* and *Housewives Protective League* Mon. thru Sat., WBBM Chicago are William Cooper & Nephews, Chicago (Pulvex products for dogs), starting April 30 alternate weeks, 39 weeks. Agency, Lauesen & Salomon, Chicago; and Ready Foods Co. Inc., Chicago (Perk dog food), effective May 7, 52 weeks. Agency, Mason Warner Co., Chicago.

HOME PRODUCTS ON MBS ● American Home Products, New York, has ordered full MBS network Mon.-Fri., 9:15-9:30 p.m. starting in June at conclusion of United Nations Conference. Product will probably be Anacin, and program, MBS *Real Stories From Real Life*, heard regularly 9:15 p.m. Anacin Co. is cancelling *Friday on Broadway*, CBS Fri., 7:30-8 p.m., but time may be retained. Agency, Dancer-Fitzgerald-Sample, New York.

WHO IS AMERICA'S FAVORITE RADIO SINGER?

● Bob Hope calls him "Bub." Broadway calls him "The Groaner." Hollywood affectionately dubs him "The Little Guy" and gives him an Oscar. But radio listeners call Bing Crosby, "Matchlessly The Best," as they demonstrated in the 1945 Syracuse Area Radio Leadership Study.*

This may get us torn limb from limb by enraged bobby-sockers. But facts are facts and this impartial, authoritative, CPA-certified study shows that it's Bing over The Voice, 16 to 1!

Bing's popularity, year after year throughout America, is not due to ballyhoo or the pipe-dreams of publicity. He gives his audiences what they like: Talent, artistry, and *honest performance.*

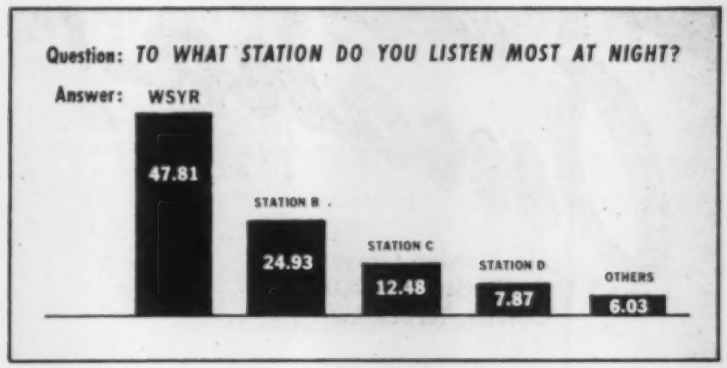
Of course, Bing Crosby's great show is heard over the Syracuse Area's leading station, WSYR. So are the shows of six other stars voted in the first ten by this study which brought responses from one in every twenty-eight radio homes in the area.

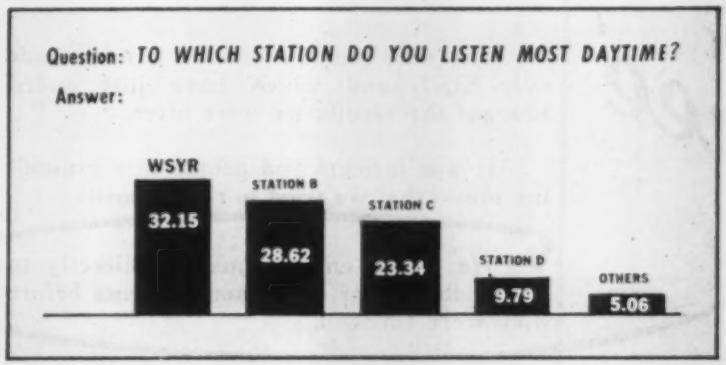
Seven out of the top 10 singers on WSYR. Man, that's *leadership!*

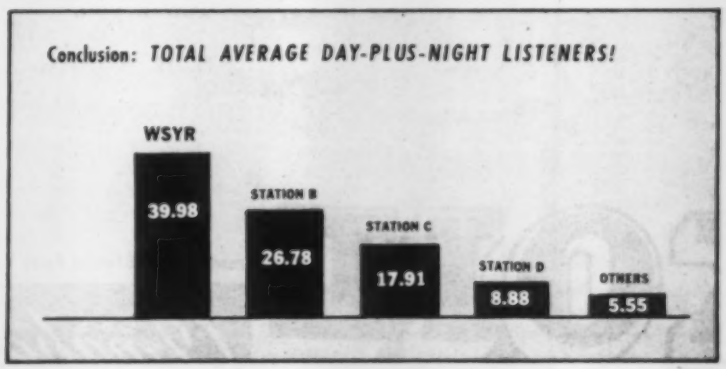
And naturally WSYR, as a station, leads too. The study shows that at night, for example, WSYR leads the second station *better than 2 to 1.* The bar charts at the right tell the full story of station leadership in this rich, Central New York market.

A SQUARE DEAL STATION
Invest in the United States
Buy War Bonds

*Copies on request.







***Representatives:* Paul H. Raymer Company**

WSYR SYRACUSE
570 KC
5000 W

Associated with WTRY, WELI, WKNE

Results in Omaha!

Mr. Gordon Gray,
Radio Station KOIL,
Omaha, Nebraska

Dear Mr. Gray:

'Free'

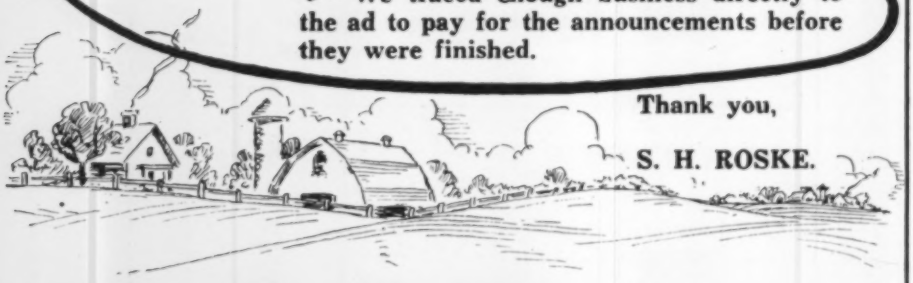
The nine announcements I had made over KOIL and which have just ended brought the results we were after.

It was farmers and people in surrounding towns that we tried to reach mostly.

We traced enough business directly to the ad to pay for the announcements before they were finished.

Thank you,

S. H. ROSKE.



KOIL

Represented by Edward Petry Co., Inc.

CBS in Omaha

5000 WATTS 1290 KILOCYCLES

GORDON GRAY, General Manager

BROADCASTING
The Weekly Newsmagazine of Radio

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SOL TAISHOFF
Editor and Publisher

EDITORIAL

ROBERT K. RICHARDS, *Editorial Director*

WASHINGTON: J. Frank Beatty, *Managing Editor;* Bill Bailey, *Associate Editor.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Sidney Shelley, Norma Pugliese, Jerry Posey.

NEW YORK: Bruce Robertson, *New York Editor;* Helen House.

CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

BUSINESS

MAURY LONG, *Business Manager*

WASHINGTON: Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

NEW YORK: S. J. Paul, *New York Advertising Manager;* Patricia Ann Foley.

CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

CIRCULATION

BERNARD PLATT, *Circulation Manager*

WASHINGTON: Elsie Ewers, Dorothy Young.

ADDRESSES

WASHINGTON: Natl. Press Bldg. MEtroplt. 1022
NEW YORK: 250 Park Ave. PLaza 5-8355.
CHICAGO: 360 N. Mich. Ave. CENtral 4115.
HOLLYWOOD: 1509 N. Vine St. Gladstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 6775.

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SUBSCRIPTION PRICE $5.00 PER YEAR, 15c PER COPY

*It's A Fact!**

WAAT delivers more listeners per dollar in America's 4TH Largest Market than any other station– including all 50,000 watters!*

**See Latest Surveys! Check Availabilities!*

National Representatives: Radio Advertising Co.

WAAT

970 KC
NEWARK, N. J.

Do you realize this market contains over 3½ million people; more than these 14 cities combined:— Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"

CREATED FOR THE COAST . . . *by t*

A MAN NAMED

is ready to start work for some smart sponsor

CRIME doesn't pay—but a superlative crime story *can!* For evidence, consider these recent ratings on the Coast* —*Adventures of Bill Lance,* 13.1; *The Whistler,* 13.1 (both being Columbia Pacific Network created programs); *Crime Doctor,* 14.7 . . . Hoopers for these typical CBS mystery shows are a positive clue. Radio listeners *like* hard-boiled heroes, dark evil-doers, rampant and unrewarded crime.

Some cagey advertiser who listens to CPN's *A Man Named Jordan* will soon recognize that it contains these habit-forming ingredients . . . plus pace . . . plus international intrigue of a Eurasian flavor, all set against a backdrop of current history.

Rocky Jordan is tough—tougher than the crooks he softens up in this bare-knuckle story. A right guy with a mean left, he also softens the hearts of incurable mystery fans.

*Pacific Hooper ratings, January-February.

The exploits of *A Man Named Jordan* are building a West Coast audience like a regiment of U. S. Engineers. And while listeners catch their breath, the advertiser's message can reach their receptive ears.

Created for the Coast by the IDEA Network, *A Man Named Jordan* has everything a great CBS mystery program needs except a sponsor. It's available at an ideal time spot—5:00 to 5:15 P. M., PWT, Mondays thru Fridays. To contact *A Man Named Jordan* and get him working for you, call us or Radio Sales.

by the *Idea* Network

JORDAN

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM • Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28 • *Represented by Radio Sales, the SPOT Broadcasting Division of CBS*

52 MORE WEEKS ON WWDC!

The William E. Miller Furniture Company has been serving Washington for nearly a half century. They have two stores . . . both out of the downtown shopping section.

Prior to signing with WWDC, Miller's had a brief try at radio.

Since June, 1943, using WWDC exclusively, they have taken full advantage of the job radio can do.

Miller's puts on a live talent, 15-minute show Monday through Friday.

All together they have used 490 quarter-hour programs and have just signed for 52 more weeks.

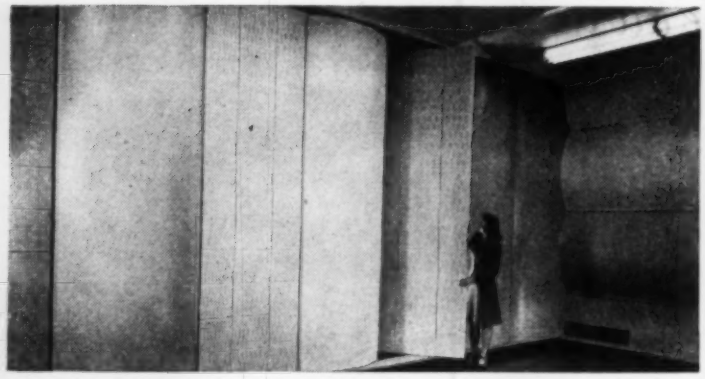
It's another WWDC exclusive!

WWDC

the big sales result station in Washington, D. C.

Represented nationally by WEED & COMPANY

Feature of the Week



Revolving Panels in KSL's Polyacoustic Studios

LOOKING LIKE something out of Buck Rogers but with proved superiority over standard types of construction are KSL Salt Lake City's new polyacoustic studios designed by acoustic consultant Franklyn Y. Gates. Cylindrical curves are used, he says, because of what they do, not how they look. They are shaped to give a predetermined effect.

As each type of sound, whether instrumental or vocal, has an ideal acoustic environment best suited to bring out its full tonal possibilities, the polyacoustic studios are designed to fully complement various sound-producing agencies to be used in them. One studio is for musical productions another for narration and another for newscasting. The use of revolving cylinders and utility baffles allows even greater specialization. No new wall construction was necessary at KSL and cost of the acoustical treatment was about 60c per square foot. Four studios were treated.

KSL's chief engineer, C. Richard Evans, who supervised construction, says "they take the gloves off the harpist's hands, let the violin out of the gunny sack, and give producer and performer unheard of freedom." Ivor Sharp, KSL vice-president, says "we are really finding that these studios are working out beyond our expectations."

Sellers of Sales

WHAT BEGAN as a potential career in painting gave way to the more exciting field of commercial radio, and now Ed Strauchen, senior partner of Strauchen & McKim, Cincinnati, buys time as a vocation.

ED

Born Dec. 9, 1909, in Rochester, N. Y., early in life Edmund R. M. Strauchen displayed rare talent with crayon and brush. He attended grade and high schools there, winning a two-year scholarship at the Rochester Atheneum Institute where he studied commercial art and advertising.

Then came a three-year scholarship at the Cincinnati Art Academy. Ed went for the finer things —landscape and portrait painting, now his hobby. He was one of 15 invited to spend two years at Tiffany Foundation, Long Island, N. Y. academy, returning to Cincinnati in 1935 to open the Strauchen Adv. Agency.

Radio was a promising field and Ed took on some air accounts. His firm grew and in 1940 Gordon F. McKim Jr., a Cincinnati advertising man, joined him as junior partner. The firm became Strauchen & McKim.

Among national accounts, all of which use radio, placed by Ed are the George Wiedemann Brewing Co., Newport, Ky.; Queen City Bottling Co., Cincinnati; Polan Industries, Huntington, W. Va. His regional accounts include St. Nicholas Coffee and the Sinton Hotel, Cincinnati.

One to see future possibilities of FM, Ed placed some business for Wiedemann on WMIT Winston-Salem and WENA Detroit, FM outlets.

Ed belongs to the Cincinnati Club, Cincinnati Racquet Club and Camargo Hunt Club. In 1937 he married Nancy Cramer of Cincinnati. They have three children and live on Kuyler Mill Rd., Indian Hill Village, Cincinnati.

SELL PROFITABLY WITH

WDEL

Wilmington Delaware

coverage!

in a consistently prosperous industrial and agricultural area—Delaware, southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

5000 WATTS day & night

listener loyalty

—this station carries all the popular NBC programs—builds interest with effective local programming.

NBC BASIC STATION

Represented by

RAYMER

(No. 4 of a Series)

LET US *Consider* TOGETHER

We believe:

People make radio broadcasting; not *laws*. What management *wants* a station to be, that it *can* be in purpose and service. Because we firmly believe this we believe in the future of American radio under the American system of free enterprise. We believe in *editorial policy* which simply means the acceptance of *normal responsibility* in the conduct of our *Community's* local affairs. In our case, during the past year, our Station and Management have actively and intensively taken the lead in promoting safety work in Tulsa and vicinity. Eighteen less of fatal accidents have occurred during that year than in the year preceding.

W. B. WAY, *General Manager*

RADIO STATION KVOO Tulsa

The Library that sells... *with both barrels!*

TO KEEP making money in radio, you've got to aim at a *double* target: not only selling *to* clients, but *for* them as well.

ASSOCIATED gives you the ammunition to do *both* jobs *better!*

1. **With ASSOCIATED you can sell *more advertisers* ...because you've got *more to offer* than competitive local stations. *No other library gives* (1) so many big, glamorous, *production* units; (2) such an array of *today's* radio headliners; (3) such a wide choice of *radio-grooved,* "non juke box" musical entertainment!**

2. **And ASSOCIATED helps your *clients* sell *more goods*...because it brims over with the solid showmanship that gets and holds big audiences against costly network competition!**

There's plenty of reason why ASSOCIATED has been winning so many successful new subscribers so fast. Write today for the ASSOCIATED LIBRARY booklet, and see for yourself!

Associated Program Service

25 West 45th Street, New York 19, N. Y.

MOST Hours of the Best RADIO Music . . .

Represented by Loren Watson, 400 Madison Ave., N. Y. C.

REPRINT

FROM THE APRIL 20, 1945 "LETTERS FROM THE PEOPLE" COLUMN, A DAILY FEATURE OF THE ST. LOUIS POST-DISPATCH EDITORIAL PAGE

A Judge Views Radio

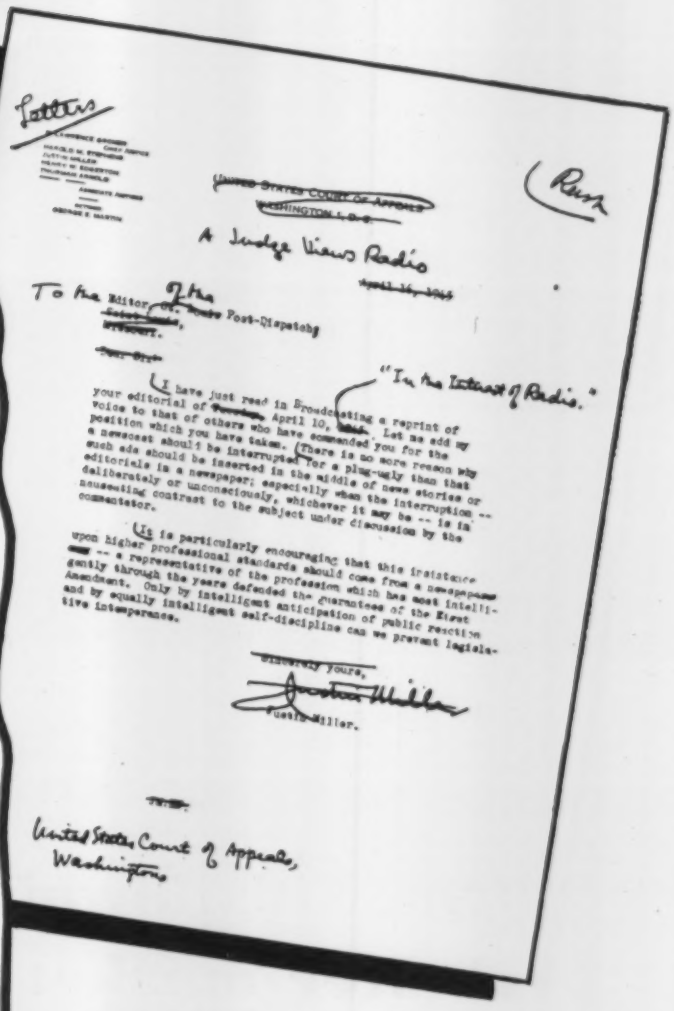
To the Editor of the Post-Dispatch:

I have just read in Broadcasting a reprint of your editorial of April 10, "In the Interest of Radio." Let me add my voice to that of others who have commended you for the position which you have taken.

There is no more reason why a newscast should be interrupted for a plug-ugly than that such ads should be inserted in the middle of news stories or editorials in a newspaper; especially when the interruption — deliberately or unconsciously, whichever it may be—is in nauseating contrast to the subject under discussion by the commentator.

It is particularly encouraging that this insistence upon higher professional standards should come from a newspaper—a representative of the profession which has most intelligently through the years defended the guarantees of the first amendment. Only by intelligent anticipation of public reaction and by equally intelligent self-discipline can we prevent legislative intemperance.

JUSTIN MILLER,
United States Court of Appeals,
Washington.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Sincerely yours,

Justin Miller.

United States Court of Appeals,
Washington

Justice Miller's Letter After Editing for Composing Room

This Expression of a Personal Opinion by the Honorable Justin Miller, Associate Justice of the United States Court of Appeals, Is Presented Herewith for the Attention of All Who May Be Interested in News Broadcasting and the Refinement of Radio.

KSD

ST. LOUIS • 550 KC

Owned and Operated by the

ST. LOUIS POST-DISPATCH

National Advertising Representatives

FREE & PETERS, INC.

"No, Thistlewaite, NO!—we wanted better market figures!"

● It was a nice idea, Thistlewaite, but for *market* figures, it's best to come to F&P! Not only do we have the latest and best *statistics*—we also have an intimate knowledge of the many other factors that often "make or break" a station's productivity in any given territory.

Today more than ever we're proud to offer you the same painstaking cooperation we've always offered you since May, 1932—a special kind of cooperation which a lot of agencies say they get from no other outfit than—you guessed it—Free & Peters!

EXCLUSIVE REPRESENTATIVES:

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WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
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BROADCASTING and BROADCAST ADVERTISING

VOL. 28, No. 19 WASHINGTON, D. C., APRIL 30, 1945 $5.00 A YEAR—15c A COPY

NAB Expected to Select Interim President

Broadcaster to Be Named Successor To Ryan

By SOL TAISHOFF

HARD-PRESSED to find a qualified man for the presidency of the NAB because of limited wartime availabilities, the association's presidential selection committee in all probability will recommend another "interim appointment" of a prominent broadcaster to serve from July 1 until total victory.

Involved in War Effort

While no formal recommendations yet have been drafted by the six-man committee, it was evident last week that unless the unexpected happens the committee will conclude that a practical broadcaster be drafted. It appeared equally certain that J. Harold Ryan, incumbent president, will return to his executive post with the Fort Industry Co. July 1, in keeping with the firm commitment made by the NAB Board of Directors at the time he was drafted in early 1944.

G. Richard Shafto, general manager of WIS Columbia, S. C. and chairman of the committee, told BROADCASTING last Thursday that it has become "increasingly evident" that many men who comprehend the public service impact of radio are now engaged in the war effort and propose to serve until final victory. Such men, he added, by virtue of their personal sacrifice and devotion to their sense of public responsibility, "cannot readily be dissuaded to leave their activities at this time".

One More Meeting

The NAB committee will hold one additional meeting before reporting to the board at its session in Omaha May 16-17. At that time it is expected the committee will draft its final report and recommendations and emphasize, among other things, the very narrow segment of available men, either in public life or private industry, for the NAB assignment. Thus, it is logically deduced the committee will recommend the interim appointment, pointing out that after victory a much wider group of qualified men now in Government or war service will be available.

The commitment made to Mr. Ryan, who assumed office on April 15, 1944 to succeed Neville Miller, was that he would not be asked to remain beyond July 1, 1945 unless there were most extenuating circumstances. Mr. Ryan has repeatedly stated that he must return to Toledo, where he will resume direction of the operations of the seven Fort Industry Co. stations.

Long List Scanned

It is presumed the committee, following its next meeting, will be prepared to recommend a broadcaster it would propose to have serve as interim president until the formal conclusion of the war. More than likely the committee will recommend an outstanding broadcaster, well acquainted with radio affairs and presumably with legislative and Washington front problems. Such an individual, of course, would have to obtain an indefinite leave from his regular duties to enable him to spend full time in Washington and to handle the multitudinous operations incident to the NAB presidency.

While it is yet too early to speculate upon possible selections for the interim presidency, it would not be surprising to see the individual plucked from the presidential committee membership itself. In addition to Mr. Shafto, who has asserted he would not be available because of commitments to his principals, the committee includes Mr. Ryan, Don S. Elias, WWNC Asheville; James D. Shouse, WLW Cincinnati; Paul W. Morency, WTIC Hartford, and John J. Gillin Jr., WOW Omaha. Of this group, Mr. Morency alone has had practical trade association experience—he was field director of the NAB nearly 20 years ago.

Committee Active

The NAB board initially set up a three-man committee — Messrs. Shafto, Ryan and Shouse—to select the new president. Last February the committee was enlarged to six. The enlarged committee has held a number of meetings and has sifted a list of many names. At sessions held in New York in March, an original list of 17 names was reduced to eight. Then at a mid-April session in New York, the eight individuals were considered—several of whom personally were interviewed. At this writing it is doubted whether there are more than one or two men who might be available, and the committee, as a consequence, has all but concluded that the only plausible approach is for another interim appointment until the war is over.

While the committee was given virtual plenary powers in its selection of an NAB president, it is disposed, in view of developments, to make its recommendations to the full board. The board did not specify compensation to be paid for a permanent head. Mr. Miller, who was the first paid executive of the NAB, having served from 1938 until he resigned to join UNRRA last year, drew an annual compensation at that time of $35,000 plus $5,000 in allowances. Mr. Ryan has been drawing $25,000—a figure he set himself.

Neville Miller Back

By coincidence, but having no relationship whatever to the NAB deliberations, Mr. Miller returned to his home in Washington last week, after nearly a year in Cairo as deputy chief of the Balkan Mission of UNRRA. He traveled extensively in the Balkans and prior to his return to this country he traveled extensively in Palestine and the Holy Land.

Sponsors Prepare for Summer Season

Some Agencies Delaying Decisions on Show Replacements

By HELEN HOUSE

SUMMER replacements on the networks will lean toward dramatic programs and name bands or artists in the popular or semi-classical music field. There will be a dearth of laugh-provoking programs relying on star comedians, with many of the strong comedy shows going off, their leading talent set to entertain servicemen or subject to military service themselves.

Seek Humor

Eddie Cantor, Ed Gardner and Jack Benny are planning armed forces tours, their sponsors granting long-term absences of 16 to 17 weeks. Stars from musical and entertainment shows who will play for servicemen include Bing Crosby. Kraft Cheese Co. replaces Mr. Crosby in *Kraft Music Hall*, NBC Thurs. 9-9:30 p.m. with show starring comedian Edward Everett Horton, starting July 5, 13 weeks, agency, J. Walter Thompson. The experts on *Information Please* and the Andrews Sisters are also considering tours.

To keep up the balance of humor, agencies and production firms are offering audience participation programs, which need not rely so much on name comedians.

Extent to which the summer layoff eats into the list of favorites can be seen by the most recent C. E. Hooper Inc. list of "First Fifteen" programs [BROADCASTING, April 23]. Of 16 programs (there is one tie), indications are that 12 are going off or dropping lead talent this summer. That includes Sealtest Inc.'s *Village Store* show, NBC, which loses Joan Davis permanently after June 28 but continues with Jack Haley and same format.

To fill summer periods, half a dozen or more former shows are being revived, including *Summer Silver Theater*, with Conrad Nagel as m.c. CBS Sun. 6-6:30 p.m., replacing *Ozzie and Harriet*, off June 10, back Aug. 12, Young & Rubicam; J. C. Flippen's *Correction Please*, replacing, for Bristol-Myers, *Duffy's Tavern* NBC Fri. 8:30-9 p.m., off June 8 to Oct. 5, Y&R; B-M's *Time to Smile* NBC Wed. 9-9:30 p.m., will carry on without Cantor, off June 20, back Oct. 2, Y&R.

Topper Show

One of the new programs is General Foods' *Adventures of Topper*, a Rockhill Inc. package based on two Thorne Smith "Topper" stories with Stanley J. Wolf producing, Kirby Hawkes, Benton & Bowles, directing. Program starts June 7 on NBC Thurs. 8:30-9 p.m., replacing Dinah Shore. Time shifts for the 15-week summer run of Topper from Y&B to B&B which lined up the show and products from frosted foods to Maxwell House Coffee. Last broadcast for

(*Continued on page 73*)

FCC Moves Toward Final Allocation

Few Days Extension of Deadline After May 1 Is Indicated

WITH its self-imposed deadline of May 1 likely to be extended at least a few days, the FCC last week worked feverishly to complete its final allocations above 25 mc (including FM and television) while some interests made last-minute efforts to bring Congressional pressure to bear on the Commission with reference to FM.

Indications were that the allocations would be completed this week, but formal announcement of the conclusions may not be forthcoming until late in the week or early next. Developments continued to point toward moving FM upward in the spectrum. How far remained a question which only Commissioners could answer and those interviewed last week steadfastly maintained they still had "open minds".

Converter Demonstrated

Considered significant, however, were several license renewals granted Tuesday to FM commercial and noncommercial educational stations and to FM and television experimental outlets. The renewals were approved by the FCC "subject to changes in freqency assignment which may result from proceedings in Docket 6651" (allocations). [For list of stations see FCC Actions, page 74].

In Chicago the Hallicrafters Co. at the invitation of the FCC, conducted a two-day demonstration of a new one-tube FM converter, which will retail for about $10. "During the period when FM stations are being changed over to the new frequencies a receiver provided with the converter will be able to receive stations in both the new and old bands," said a Hallicrafters announcement.

Meanwhile CBS took issue with a telegram addressed to all Members of Congress on April 20 [BROADCASTING, April 23] by Comdr. E. F. McDonald, president of Zenith Radio Corp., Chicago, charging that the networks want FM moved upward to delay the service and enable them to continue their "near-monopoly."

Gammons Letters

In letters to Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee and Chairman Clarence F. Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee, Earl Gammons, CBS Washington director, challenged Comdr. McDonald's contentions that the networks want to delay "their new competitor FM."

"I think the best evidence of how far-fetched these intimations are is the testimony which Paul W. Kesten, executive vice-president of CBS, gave before the FCC during the hearings on reallocations of frequencies," wrote Mr. Gammons. He quoted excerpts from Mr. Kesten's statement before the Commission as follows:

We are less concerned with where FM is finally placed in the spectrum than that enough space be given to it. Forty frequencies, I believe, are presently available for FM stations. We should like to see that number doubled and then half again as many frequencies added. We recommend, in other words, 100 frequencies for FM broadcasting.

While this is roughly the same number as the frequencies now available in AM broadcasting, it will produce vastly different results. The present 106 frequencies in broadcasting make possible something over 900 stations in the United States, and many of those are squeezed pretty tight. Under a policy of licensing which we hope the Commission will adopt, 100 FM frequencies should make possible between 4,000 and 5,000 stations.

A rough estimate indicates that at least 10 nationwide networks could be possible under such a plan, with as many as 25 or 30 stations operating in such of the larger markets as New York, Chicago and Los Angeles.

We arrive at this position by no technical or complicated process, but by a simple philosophic one. It is so simple that I can state it in eight words: We want FM broadcasting to be wholly democratic.

That objective, translated into terms of space in the spectrum and licensing policy, implies clearly two things: First, that the supply of frequencies, the total number, be enough or more than enough to meet any visible demand. Second, that what we have called the prince-and-pauper status of big and little stations be avoided as the end-result of licensing.

Urges Action

"You can readily see from this statement," concluded Mr. Gammons, "that nothing could be further from the truth than the intimations that Columbia is trying to prevent development of FM broadcasting or is trying to create a monopoly in it; in fact, the exact opposite is true."

In his telegram Comdr. McDonald said: "Every city in the U. S. over 2500 population can, after the war, quickly have an efficient low-cost FM broadcasting station if FM is not crippled by the unnecessary and delaying move proposed by the FCC. . . . If the influence of Congress is to be used in the interest of progress, small businessmen and free speech, regardless of whom it hurts, it must be immediate, as there is no appeal to the courts. May I urge you to go on record with your views to the FCC promptly, as after next week it may be too late."

Both NBC and the Blue-ABC ignored Comdr. McDonald's telegram. Although no official comment was forthcoming, it was understood that the two networks took the attitude "he didn't mean us." Blue went on record during oral argument as favoring the Commission's proposal, while NBC took no particular position with reference to FM's position.

Following the Hallicrafters demonstration, a news release from the company said: "Hallicrafters made no claim that the use of the converter is the best way to receive the new FM band. It explained that a converter provides a simple, inexpensive way to keep prewar sets in use when FM frequencies are changed, and that statements to the effect that the public will suffer great financial loss because of obsolescence of present receivers are not accurate."

The tests were performed through Hallicrafters' experimental FM station, W9XHB, located about a half-mile from the company's offices. It operates on 100 mc with power of 50 w. Among invited guests attending the demonstrations were John A. Willoughby, FCC assistant chief engineer in charge of broadcasting, military officials and newsmen.

United Fruit Expands

UNITED FRUIT Co., New York, adding to its spot radio campaign to promote the proper care and preparation of bananas, [BROADCASTING, Dec. 4] has placed its "Chiquita banana" jingles on WCPO WKRC and has increased schedule on KRLD. Agency, BBDO, New York.

Drawn for BROADCASTING by Sid Hix

"I Understand You Need a Widely Traveled Commenator to Cover the San Francisco Conference!"

Ross Shows Good Radio Knowledge

Approaches White House Post With an Open Mind, He Says

CHARLES G. ROSS, *St. Louis Post Dispatch* Washington correspondent who has been named White House press secretary by President Truman, has surprised his friends by revealing a much more extensive knowledge of radio than was expected.

Mr. Ross, named as successor to the Steve Early office 10 days ago [BROADCASTING, April 23], is now in San Francisco covering the World Security Conference, an assignment he will complete for the St. Louis paper before assuming his new duties in Washington.

Reinsch to Atlanta

Leonard Reinsch, who had been designated as Mr. Truman's press and radio aide and then quickly pulled from the job by his employer, Gov. James M. Cox, returned to Atlanta last Wednesday. Mr. Reinsch, as managing director of the Cox radio stations (WSB Atlanta, WIOD Miami and WHIO Dayton), headquarters in the Georgia city. By request he will continue as radio advisor to the President, available on call.

Although Mr. Ross has made no public utterances on his plans for handling the new position to which he was appointed by the man with whom he went to school as a youngster, he has made some relevant informal remarks among newspapermen and intimates.

He has stated, for example, that he approaches the job with an open mind. He has expressed the opinion that he does not believe the White House requires a radio man of extensive technical knowledge on its regular staff.

Charter Heslep, MBS Washington representative, chatted with

(*Continued on page 72*)

Radio Sets Pattern for Worldwide Amity

State Dept. Lauds Cooperation In S-F Coverage

By DAVID GLICKMAN

WITH EARS and eyes of the world focused on San Francisco, radio is supplying a first-hand auditory picture of the United Nations Conference on International Organization which got under way last Wednesday.

As a public service some 41 independent and affiliated stations, plus regional hookups, are supplementing the regular spot reporting by the four major networks and the radio news services. In addition, the British Broadcasting Corp., Canadian Broadcasting Corp. and Australian Broadcasting Comm. are covering daily highlights with interviews over their respective facilities.

Opening Runs Over

Networks and independent stations opened their channels at 4:30 p.m. (PWT) Wednesday for proceedings, with five minutes devoted to atmospheric fanfare before Secretary of State Stettinius, as temporary president of the Conference, took over. He briefly introduced President Truman, who spoke by direct telephone wire from Washington for more than 10 minutes.

Gov. Earl Warren of California and Mayor Roger Lapham of San Francisco officially welcomed the delegates and those assembled. Secretary Stettinius gave the concluding address.

See list of radio reporters and commentators at Conference on page 71.

When ceremonies ran two minutes beyond the 30-minute broadcast time allotted by radio, Blue-ABC commentators were called upon for a series of strictly ad lib comments. Edward Tomlinson, the network's advisor on Latin-American affairs, took over as m.c. Ad libbers included Walter Winchell, H. R. Baukhage, Ray Henle, David Wills, Vincent Sheean, Hedda Hopper, James Abbe and Brig. Gen. Junius Pierce, USA Ret., who filled the succeeding quarter-hour.

Other major networks signed off after the two-minute overlap and returned to their regular schedules. Many of the local independents and those forming temporary regional networks continued to give ad lib fanfare over a period of from 5-15 minutes.

Unexpected problems that upset State Dept. plans for programming Thursday's important plenary session led to a direct appeal by broadcasters to American delegates for better cooperation at future meetings. The session was to open at 3:30 p.m. (PWT) with a 30-minute business routine. At 4 p.m. radio was to cut in, each network and station providing five minutes of color and at 4:05 p.m. Secretary Stettinius was to speak. At 3:15 p.m. all of the networks were notified that Secretary Stettinius would begin speaking shortly after 3:30 p.m. Mutual, CBS and NBC hurriedly shifted schedules and went on the air at 3:30; Blue-ABC followed several minutes later, but there was some delay in Mr. Stettinius taking the air. Networks had to fill with ad lib commentaries, awaiting the official speech. Mr. Stettinius finally took the floor.

No Texts of Speeches

Then the address of Soviet Foreign Commissar V. M. Molotov presented a real problem. There was no text. He spoke in Russian. Blue-ABC had an interpreter on hand. CBS brought on George Moorad, just back from Russia, who explained the trend of Mr. Molotov's talk. Then came the English translation. A bombshell exploded when Lloyd Dennis, State Dept. radio advisor, notified the nets that a French version would immediately follow. The Russians had requested it and French had been adopted as one of two official Conference languages. Once more the networks rounded up their commentators for another ad lib session while the speech was delivered in French.

To top it off there was no text of Foreign Secretary Anthony Eden's talk available, so the networks had to rely on telephone signals from Mr. Dennis as the British representative neared the end of his address. Following the plenary session broadcasters pointed out their public service obligation in direct appeals to delegates, avoiding embarrassment to the State Dept.

Thursday night was designated as "United Nations Night" on the Blue, with all network programs between 6-11 p.m. (EWT) keyed to the San Francisco Conference.

Cooperation of the broadcasting profession, as displayed during these first days of the Conference, should set the pattern for international amenity, State Dept. officials in charge of radio-press relations declared. All networks and independent stations called upon conceded to the wishes of the State Dept. in selecting broadcast time for the plenary kickoff sessions.

Rotation Plan

While every network and numerous independents have their key men in San Francisco for the opening sessions, a plan of rotating commentators and news analysts has been blue-printed so as not to leave other important news beats unprotected. Earlier plans of the networks have, to a degree, been revised.

Influx into San Francisco is being staggered over the four to six weeks the Conference sessions will be spread. Due to possibility of V-E Day declaration by the United Nations and a watchfulness over President Truman's administration with possible Cabinet changes, it was deemed advisable to hold back some of those radio correspondents with entry to official Washington quarters. It is further anticipated that many of those now in San Francisco for opening sessions will be replaced later, with rotation effective throughout the Conference.

As an example, Fulton Lewis jr., Mutual news analyst, at this writing is remaining in Washington. He will go to San Francisco about mid-May. Meanwhile Fred Morrison, his aide, is feeding him copy via telephone.

Among the Blue-ABC commentators remaining at their posts for the time being are Earl Godwin, Washington; John Kiernan and John B. Kennedy, New York.

Lowell Thomas, covering the European War Theater for NBC, will shift to San Francisco before the Conference adjourns and so will Guthrie Janssen, now in the Middle East, and Robert St. John, New York.

It is expected that Quincy Howe, CBS New York correspondent, returning from a European battlefront tour, will be in San Francisco for the latter days of the Conference. John Daly, also of New York, and Bill Costello of Washington, probably will rotate to the West Coast. Bill Henry, CBS correspondent, returns to his Washington post in mid-May. When Conference sessions fall into pattern others will return to their respective regular assignments.

In several instances out-of-town independents indicated they will send in replacements to ferret out news and fresh angles as the Con-

(*Continued on page 70*)

Underground Resistance Kept Alive by Radio, Delegate Says

RADIO last week was credited with keeping the spark of resistance alive in the dark days of the European war.

Addressing a news conference in San Francisco, Victor DeLaveleye, former Minister of Justice of Belgium and originator of the V-for-Victory sign, declared that radio's greatest contribution in the war of words against the Nazis was the broadcast of the V. Member of the Belgian delegation to the United Nations Conference on International Organization, Mr. DeLaveleye was in charge of underground broadcasts to Belgium in the early days of the war when John Salt, North American director, British Broadcasting Corp., was director of BBC's European service.

In January 1941, Mr. DeLaveleye related, the people of Belgium were marking the letters "RAF" on walls, sidewalks and even on Nazi vehicles. The underground sought a single letter to symbolize liberation and victory. The letter V, first letter of the words Victoire and Vrijheid, each meaning freedom, was chosen. Mr. Salt told how, on Jan. 14, 1941, in an underground studio during the height of a blitz, BBC broadcast the first V.

"Someone in the room had just tapped out the three dots and a dash and in a moment someone hummed Beethoven's Fifth and everyone leaped upon it," said Mr. Salt. "At first we used the musical signature but discarded it because of transmission problems and the fact that the music was too obvious. Instead the BBC used three short beats and one long one on a kettle drum."

"Within a fortnight after the first instructions went out over the BBC to use the V sign, reports began to flow in from the underground that the walls of buildings throughout Belgium were being covered with V's," added Mr. DeLaveleye. "Soon the symbol spread like wildfire to France and became the first symbol for liberation in Europe and later the symbol for victory throughout the world.

"All the world owes a debt to radio for the job it did in keeping the spark of resistance alive throughout occupied Europe," said Mr. DeLaveleye.

FAX EXPERIMENT

Times Sends Four-Page Edition to Coast

PRESAGING future transmission of newspapers from coast-to-coast via facsimile broadcasting, the *New York Times* used wire facsimile last week to transmit a four-page edition of its Wednesday issue to delegates attending United Nations Conference on International Organization in San Francisco.

In New York the four-page condensed version of the *Times* containing 32 columns of news but no advertising was transmitted, half page at a time, over the Associated Press wirephoto facilities. In San Francisco the pages were put together, engravings made and the *Richmond* (Calif.) *Independent* ran off some 2,000 copies on a flatbed press.

The facsimile newspapers, labeled 2 a.m. edition, were placed in the hands of delegates at breakfast, hardly two hours after the transmission. Correspondents saw in this experiment, first of its kind in journalism, delivery of New York newspapers on the West Coast the day of publication, and vice versa, through radio facsimile.

Breen, KVFD, Wins $500 Bond In Ralston Promotion Contest

Second Award Goes to Campbell, WIBC; Powers, of Yankee, Winner in Regional Net Group

SCANNING Ralston promotion material are: Mrs. J. B. Cari-Cari, assistant to radio director, Gardner Adv. Co.; Hal M. Chase, cereal adv. mgr., Ralston Purina Co.; Harold M. Coulter, mgr. audience promotion, of Mutual; Charles Claggett, vice-president, Gardner Adv. Co.

EDWARD BREEN, manager of KVFD Fort Dodge, Iowa, won the $500 War Bond first prize offered by the Ralston Purina Co., St. Louis, for the best and most consistent promotion of Mutual children's programs from September 1944 to March 1945.

Mr. Breen

Second prize, a $250 bond, goes to Alex Campbell, of WIBC Indianapolis, and Dal Wyant, WHEB Portsmouth, N. H., took third place with a $100 bond.

Best in the regional network group was James Powers of the Yankee network, who will get a $100 bond.

The contest, announced last August in BROADCASTING, was open to station managers, promotion managers or anyone responsible for general program and merchandising promotion. Idea was to attract listeners to the Ralston-sponsored program, *Tom Mix and His Ralston Straight Shooters*, heard five times weekly, 5:45-6:00 p.m. EWT, on 209 Mutual stations, 178 of which submitted scrapbooks.

Mr. Breen started his promotion campaign by getting youngsters together at a party for the Oct. 7 broadcast. He followed with spot announcements, newspaper advertising, handbills, etc. Outstanding was the KVFD wastepaper collecting contest, launched through the Tom Mix Straight Shooter Club. Prize for the most household waste paper was a Tom Mix pony, won by a nine-year-old boy who turned in more than two tons. Fulton Lewis jr., Mutual news analyst, plugged the KVFD contest on a national broadcast with the result that the War Production Board wrote the station asking for full details for possible use elsewhere.

Mr. Campbell's stunt centered around a costumed "Tom Mix" who came into Indianapolis by train and rode through the city in a buckboard.

Other contest winners and the value of bonds they will receive are: fourth, Mel Standage, KOVO Provo, Utah, $50; Fifth, Barbara MacFarland, CKLW Detroit, $25; sixth, Bert Wick, KDLR Devil's Lake, N. D., $25; seventh, James R. Curtis, KFRO Longview, Tex., $25; eighth, Lois Cloksin, KABR Aberdeen, S. D., $25.

Honorable mention and a gold "Tom Mix whistling ring" will go to each of the following: Bob McRaney WCBI, Bob Gribben KDTH, Victor C. Diehm WAZL, W. H. Cate KBTM, John Tobola, WAYX, John Merdian WSTV, Ken Lufkin KSO, Elwood C. Anderson WEST, Wallie C. Porsow WHBY, Madeline K. Doyle KBON, Mrs. F. V. Cooper WPDQ, H. J. Newcomb, WRJN, Edwin Mullinax WLAG, Mrs. S. W. Anderson KFFA, Byron Hayford WDLP, Frank Bishop KFEL, E. A. Alburty WHBQ, Vann Campbell WDEF, Dan Hornsby WATL, Eleanor M. Haling KBIZ, Sue Cornelius WHK, Leroy Woodward WOMI, Verne Sawyer KMO, Fred Fletcher WRAL, R. G. McBroom KFIO.

Judges were Sol Taishoff, publisher of BROADCASTING, Robert K. Richards, editorial director, and J. Frank Beatty, managing editor.

Agency is Gardner Advertising Co., St. Louis.

NBC SIGNS WARING FOR MORNING SHOW

FRED WARING and his organization of 80 persons will replace Happy Feltor's *Finder's Keepers* 11-11:30 a.m. Monday through Friday as a step in NBC's plan to offer better morning programs. Move to improve the morning listener rating is seen as an attempt to compete with Blue -ABC *Breakfast in Hollywood* which tops all net shows on morning Hooper ratings.

Waring is scheduled to start as a sustainer, but NBC is looking for a sponsor. Net contract with the top-price dance band is for five years starting June 4 and includes provision for an additional weekly half-hour nighttime period.

NBC Midwest Up

NBC CENTRAL division showed a sales increase of 9.6% for the first three months of 1945 over last year, according to Paul McCluer, sales manager. Division handled 25.2% of net's sales during the period. Increase of 9.2% in national spot sales on WMAQ Chicago was scored for the period.

Macy Names Grey

R. H. MACY & Co., New York department store, has appointed Grey Adv., New York, to handle radio and national magazine ads. Radio at present is limited to thrice-weekly program on WOR New York.

DUMONT VIDEO

CLASSIC AND DELUXE television models were shown last week by Allen B. DuMont Labs. Top photo shows the classic model Teleset featuring screen, FM, standard broadcast and phonograph, and push-button controls to operate the "disappearing screen". The deluxe projection Teleset (below) provides for FM reception as well as projected video picture.

DuMont's Postwar Video Set Shown

Home Receiver Combines FM, Television; Big Screen

TELEVISION pictures 3 x 4 feet, largest image yet presented for home use, were witnessed Thursday by some 50 radio editors and writers at the studios of WABD New York at the first public showing of the postwar television receiver designs of Allen B. DuMont Labs.

The pictures, thrown on a screen by a projector, are more than four times the size of any previously shown in a home type receiver. The DuMont projection receiver is something like a motion picture projector, occupying a cube about 24 inches in each dimension. It was explained that plans are made to reduce this to about two-thirds its present size, so it can be conveniently housed in an end table or similar piece of furniture. A 7-inch tube is used in this unit.

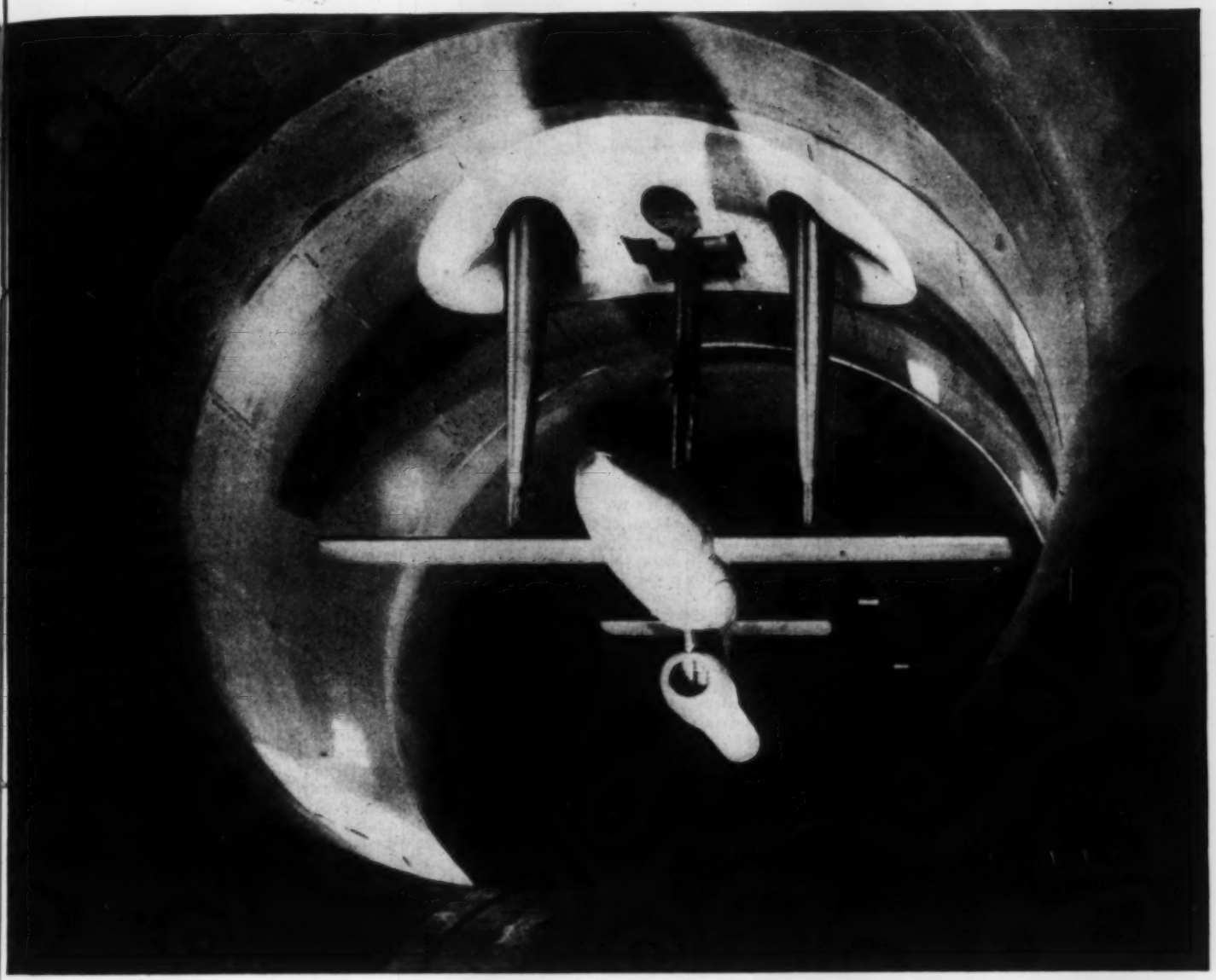
FM Sound and Video

Leonard F. Cramer, DuMont executive vice-president, who conducted the demonstration, explained that the projector had a tested range of picture sizes from 18 x 24 inches to 4½ x 6 feet. The unit, called the DuMont Home Telethester, including FM sound and television, will retail for approximately $1250, Mr. Cramer said, pointing out that before the war a number of manufacturers made radiophonograph combination receivers in this price bracket. A larger unit for use in clubs, schools, hospitals, small theaters, etc., with a picture 6 x 8 feet, will be priced at about $1800, he said.

A direct-viewing receiver with a 20-inch tube also was demonstrated, showing pictures 13½ x 18 inches. These pictures were brighter and showed more contrast than the projected images and while the curve of the tube is still slightly noticeable in the pictures the peripheral distortion is far less than in prewar models. A 20-inch tube with still less curvature, now being made at the Corning Glass plant, is expected to present an almost flat image.

Designs of the DuMont telesets planned for postwar production were exhibited by Mr. Cramer—one a conventional design, the other a modern piece of furniture, designed for DuMont by Herbert Rosengren, industrial designer. Planned to overcome the chief objection to direct-viewing sets that they are too large to fit into the average living room, these receivers when closed, are cabinets 48 inches high, 60 inches wide and 24 deep.

These cabinet telesets, which will contain a radio and a phonograph in addition to television equipment, will retail for about $1500, Mr. Cramer said. A simple television-FM set with a 20-inch tube, but without the other features, probably will be offered for about $450, he added.



Robot bomb tested

We selected that wind tunnel picture to make a comparison between pre-testing of airplanes and robot bombs, with pre-testing your purchase of radio time.

But the story behind the picture interested us so much, we thought maybe you'd like to know more about what's going on in that picture.

That's a genuine German robot bomb. It was reconstructed from an infinite number of undamaged parts that were salvaged from nobody knows how many "buzz bombs" that landed both dud and exploded in England.

Here it is given a flight test in the big Wright Field wind tunnel. Just to add another fillip to the story . . . for test purposes in the tunnel the robot is suspended upside down!

It didn't take our army long to get the dope on German robot bombs . . . and it won't take you long to get the low-down in Baltimore radio . . . if you use the successful independent, W-I-T-H.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Mosquito Net Finds Home Methods Best

After Year AES Sure Standard Practice Most Effective

By MAJ. SPENCER M. ALLEN *
Chief, Armed Forces Radio Service, South Pacific

YES, the Mosquito Network's sustaining days are over. "New accounts" are coming in every day and business is humming on Guadalcanal, in the New Hebrides and New Caledonia. Today, after one year of operating American Expeditionary Stations in the South Pacific, the pioneering is done, and broadcasting has become a routine, business-like procedure. Gone is the haywire. In its place are commercial transmitters and consoles, heavy-duty turntables and recording equipment, professional amplifiers and microphones, on the air hour after hour on split-second schedules. The break-downs and dead air silences are as rare in 1945 as they were common in 1944 when we were limping along on patched-up Jap generators, salvaged transmitters, and makeshift antennas strung among the coconut palms.

Critical Now

But most important, the G.I. audience has accepted radio as an integral part of a soldier's life on a tropical island, along with chow, work, training, movies, mail and beefing. Where once the listener was happy if we played nothing but Harry James recordings all day, he has now become critical. We're in for abuse if we clip the last two minutes of the NBC Symphony to join San Francisco for the news; or if "Your Radio Theater" (Lux, to you) is cancelled; or if we play "Rum and Coca Cola" too many times. In short, the longer we're in operation, the more conservative and demanding the G.I.'s become in their listener tastes. We use the phrase "comparable to standard American commercial broadcasting practices" to indicate the tone by which the Mosquito Network operates.

We now boast of "commercial" and "merchandising and marketing" sections in our stations, for radio's selling ability is just as potent in the Army as it is back home. It amuses me to read articles by ex-radiomen who have returned from overseas, predicting a whole new listener trend is developing because the soldiers are spared those "horrible" commercials. Well, that may be the case in the normal course of radio's development. But I don't believe it will be due to the returning veteran's insistence that he have his radio entertainment served up sterile of any blatant commercials. If the Mosquito Network is any criterion, the serviceman is still getting his "commercials" on the radio. And some of them are blatant.

Before I'm misunderstood, suppose I enumerate our "commercials". Our biggest commodity, of course, is good morale. We believe we sell that automatically just by being on the air with Stateside transcribed shows and good local programs. But there are other "products" that have to be approached from a typical sales angle.

Take mosquito repellent, for instance. Repellent is a liquid issued in a small bottle to each soldier in the tropics. He is told to smear the mixture on his hands and face before going out after sundown to prevent mosquito bites. It's slightly greasy, has very little odor, but it is just a trifle messy, and who wants to take time to smear himself? We were faced with the problem of selling the use of repellent to the G.I. How to do it? Well, most soldiers will go along with a gag, so we sell it to them on that basis. We use "quickie" announcements at sundown, such as "Hey, bud—are you repulsive? If you're meeting Annie (Sopacese for anopheles mosquito) tonight, play hard to get. Use your repellent." Or, "Going out tonight, dogface? Then be sure to wear your Chanel Number Five. Make yourself alluring. Be repellent." They get the idea.

Plug Atabrine

The same is true on selling the use of atabrine. It isn't hard to take and there are no ill effects. It is essential in malarial regions. But soldiers forget. At Guadalcanal the Mosquito Network station features "The Atabrine Cocktail Hour" each evening at 5:30. The program is just fifteen minutes of recordings. The sales approach is purely institutional—no direct reference is made to the taking of atabrine. The gimmick is that the announcer pretends to bring the listener cocktail music from some sumptuous lounge on Guadalcanal, such as the "Fungus Festooned Fern Room", or "The Starlight Roof high atop Hotel DeGink in downtown Guadalcanal". The listener is interested to know from what local and mythical gin mill tonight's "Atabrine

MAJ. ALLEN

Cocktail Hour" will originate. While he's listening, he hears the word "atabrine" at least twice.

Another mosquito sales problem was the use of the "freon bomb", a small cannister of compressed freon gas and insect-killer. When the spray is released in a tent for five seconds, all insects are killed. In this case we used the Alka-Seltzer technique—"listen to it fizz". At ten o'clock every night the listener hears on his radio: "Listen to it fizz," and the sound of the "bomb" hissing as it releases the spray. Then the blurb: "Better give Annie the brush-off before hitting the sack, men. Use your mosquito bomb."

Singing Commercials

We even use singing commercials. One of them promotes YANK magazine. We unashamedly borrowed from Pepsi-Cola on that one. It goes:

"YANK's the magazine that's hot,
Twenty-four pages—that's a lot.
News and pix and the Sad Sack, too;
YANK's the service magazine for you."

Our most recent campaign was an ambitious one. The G-2 people at New Caledonia asked us to promote a "silence" campaign—to drive home to the soldier that loose talk is dangerous. So we decided on the Lucky Strike approach—yep, the much-maligned LS/MFT method. Several times a day for a week the radio listener heard the puzzling string of letters "DT SMS DT SMS". Then we broke the translation: "Don't Talk, Silence Means Security."

Corny? Absolutely! "Bad" radio? Could be. Effective? Well, I defy anyone to find one soldier out of a hundred on New Caledonia who doesn't know what "DT SMS" means today.

Information is one of our primary products—indeed, we are organized under the Information-Education Division, Army Service Forces, the parent of YANK magazine, Army News Service, and the Armed Forces Radio Service. An the slogan of the Information-Education Division is, "Not only t best equipped, but the best inform soldier in the world." We see to that the G.I. listener gets news a plenty of it. The American Expe tionary Station at New Caledon airs fourteen news broadcasts p day—mostly direct rebroadcasts short-wave pickups from the Uni States.

At times the question has be put baldly to us: You don't have make a living out of your statio here, so why cater to the mas tastes? Here's the opportunity do some education of the masses giving them the "better things Actually, we're probably mo high-brow than the average stati back home. But we don't forget th our servicemen are a cross-sectio They want Jack Benny and B Hope, Harry James and Kay K ser, John Charles Thomas and t NBC symphony in just about th same proportion your listeners New York and Chicago and L Angeles and Plum Tree Crossi back home want them. So we gi it to them in that proportion— otherwise, we're going to lose so customers and Tokyo Rose will ga some. If we don't have the follow ing, we will not be accomplishin our mission and getting results.

Fired With Zeal

We came out to the South Pacific last year with our radio stations, fired with zeal to determine two things in radio broadcasting. Here would be the virgin opportunity, we believed, to discover (1) just what is the ideal men's show and (2) what new sales approach could we develop for a male audience only. Well, after over a yea of broadcasting to a he-man audience, we have not yet discovere those two angles. As to the ide men's show, the nearest approac is perhaps, "Command Perform ance". But it's not truly a masc line appeal type of show, becaus everybody goes for it, male an female alike. We've come to th conclusion that American comme cial radio methods of the 1940's ar still pretty good—at least they' good enough for us. They've don a selling job for the Mosquito Ne work.

Wrong City

HOUSEWIVES in Los Angeles April 18 hurriedly turned off the pilot lights in their gas stoves at the behest of a radio warning that a main had broken. Upon notice by the local gas company that no lines were broken the police started a check and three hours later discovered that the warning had come via KOB Albuquerque, N. M., where a main had broken.

Philco Forms Television Broadcasting Division

PHILCO RADIO & Televisio Corp. has formed a Televisio Broadcasting Division with Erne B. Loveman as vice-president. M Loveman joined Philco in 1928 a advertising manager. Since 194 he has been resident vice-presiden of Hutchins Advertising Co. i charge of the Philco account.

The new division will direct a Philco television, station, broadcas ing and network activities, inclu ing the recently started televisio network linking Washington an Philadelphia. Philco also has file applications with the FCC for com mercial stations in New York an Washington.

* EDITOR'S NOTE—Maj. Allen has been in the writing, production and business end of radio for 12 years, with advertising agencies, KMOX St. Louis, KFRU Columbia, Mo., WGN Chicago, among other stations.

To millions of people in the rich Missouri Valley-Great Plains area, "Radio Omaha" means "Radio WOW".

From Sioux Falls to St. Joe—from the cornlands of Central Iowa to the cattle country of Western Nebraska—radio listeners have acquired the "WOW habit" over a period of 22 years. Why? Because, with 5000 watts power behind 590 kilocycles, WOW delivers clear, easy-to-listen-to radio programs over an immense area—within 200 miles of Omaha. And because listeners consistently hear the best radio programs on WOW.

Since 1927, WOW has given its listeners NBC programs—the best available anywhere. In addition, WOW has always excelled in its newscasts, and its frequent timely special events.

So that's why "Radio Omaha" means "Radio WOW" . . . that's why millions have the "WOW habit".

As every experienced Time-Buyer knows, it's *"listener habits"* that determine the advertising value of radio media. That's why WOW has been the Number One Radio Advertising Medium in its area for many years—and STILL IS.

RADIO STATION
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

What America's youngest network

GREATEST NEWS

A CAVALCADE OF ANALYSTS, COMMENTATORS, DRAMATISTS AND "PLAIN FOLKS" ARE BRINGING THE SAN FRANCISCO CONFERENCE DOWN TO EARTH FOR BLUE'S LISTENERS.

SUMNER WELLES

One of the best-informed men in America on international relations who is free to speak has joined the American Broadcasting Company as Advisor on the Peace.

We figured out the other day that our radio audience in the course of a week totals the equivalent of five hundred million listeners. And we feel that such an audience deserves the best that radio can give it. There's an obligation, too—*an obligation to know what we're talking about.* So we looked around for a competent authority to guide us.

We secured as our advisor on world peace an experienced diplomat and statesman: Sumner Welles, former Under-Secretary of State.

In addition to giving us his guidance and counsel, Mr. Welles is appearing personally on a series of programs designed to "give every American a seat at the Conference table."

SUMNER WELLES' PEACE FORUM

A group of four Peace Forums conducted by Mr. Welles ends with the meeting of April 23. These Forums have included such men as President Seymour of Yale University, Senator Pepper, Dr. George Gallup, and many other American leaders of similar standing.

Beginning May 1, Mr. Welles will personally appear on a 15-minute program of commentary on the Conference. With his background of actual service in most of the leading United Nations, Mr. Welles is far better able than most commentators to unravel the intricacies of the Conference and to clarify its true meaning for radio listeners.

ORSON WELLES' CONFERENCE FORUM

From this Forum the citizens of San Francisco and the American public will be brought up to date on what is happening: what went on last week, and what is to come the next. And they'll get a chance to meet foreign delegates and get some ideas of what kind of folks they are.

This Forum is possible because an arrangement has been made with Orson Welles, Free World Association, Americans United, and the American Broadcasting Company for a Forum to take place every Saturday in San Francisco—whose mayor has supplied the Civic Auditorium for a setting.

This series will be listenable, distinctive, and as significant as anything that can be done outside the Conference itself. 27 of the 44 delegates are members of the Free World Association, and will, accordingly, be available for these Forums.

is doing about the

STORY OF OUR TIME

BEN HECHT

wrote a special drama spelling out the significance of the Conference featuring Orson Welles and Commander Harold Stassen. A simple, down-to-earth story by a man whose box-office draw is legendary in Hollywood. Ben Hecht knows how the common people of America feel and what they think. Perhaps better than any other radio writer, he can bring our people the true meaning of the Conference.

WALTER WINCHELL
and
DREW PEARSON

are broadcasting direct from San Francisco

So is Peabody Award winner Raymond Swing; also Baukhage, Vincent Sheean, Edward Tomlinson, David Wills, Ray Henle, James Abbe, Tony Morse. Among others covering the Conference: Walter Kiernan, Earl Godwin, Hedda Hopper and Westbrook Van Voorhis in "Time Views the News."

MILLIONS HEARD "UNITED NATIONS NIGHT" ON THE EVENING OF APRIL 26

All programs—for an entire evening—were slanted toward the Conference

IN ADDITION to other Conference coverage described on this page, the entire evening of April 26 was devoted to the Conference.

All sponsors and advertising agencies have cooperated in slanting their regular programs toward the Conference.

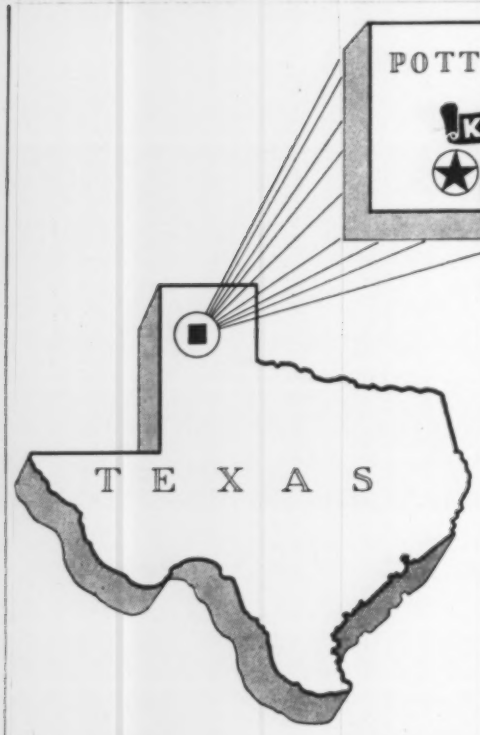
Newscasters and commentators rounded up the news for you. Lum and Abner (left) presented the down-to-earth small-town viewpoint on the Conference. "America's Town Meeting of the Air" featured Raymond Swing, H. V. Kaltenborn and other top analysts. "The March of Time" presented a Time's-eye view of the Conference and what it means. Fred Waring interpreted music of the United Nations, and "The Victory Parade of Spotlight Bands" offered a musical interlude with a special guest commentator.

These, and many other programs in the schedule below, covered every viewpoint on the tremendous decisions to be reached in the San Francisco Conference.

BLUE CONFERENCE SCHEDULE	"TIME VIEWS THE NEWS"	"WORLD PEACE FORUM"	SUMNER WELLES' COMMENTARY	EDWARD TOMLINSON	DREW PEARSON	WALTER WINCHELL	"BAUKHAGE TALKING"
	An up-to-the-minute Conference summary by Westbrook Van Voorhis. Mon. through Fri. 4:00-4:15 P. M. EWT	Featuring Sumner Welles. April 16, 23, with outstanding educators, statesmen and leaders in foreign affairs. Mondays, 10:30-11:00 P. M. EWT	Beginning May 1st, Mr. Welles will do a weekly 15-minute Commentary on the conference. Tuesdays, 9:00-9:15 P. M. EWT	His weekly broadcasts originate from San Francisco until the Conference closes. Saturdays, 6:30-6:45 P.M. EWT	Will originate from San Francisco April 22nd and 29th, and will comment on the Conference in subsequent broadcasts. Sundays, 7:00-7:15 P. M. EWT	Will originate from San Francisco April 22nd and 29th, and will comment on the Conference in subsequent broadcasts. Sundays, 9:00-9:15 P. M. EWT	Originates from San Francisco, beginning April 23rd. Mon. through Fri., 1:00-1:15 P. M. EWT
RAYMOND SWING	RAY HENLE	WALTER KIERNAN	BEN HECHT	"CONFERENCE FORUM"	"HEADLINE EDITION"	The Victory Parade of SPOTLIGHTBANDS	EARL GODWIN
Will originate from San Francisco, beginning April 23rd. Mon. through Fri., 7:15-7:30 P. M. EWT	Will originate from San Francisco, beginning April 23rd. Mon. through Fri., 11:15-11:30 P. M. EWT	Covering the Conference from a human interest viewpoint, originating from New York. Mon. through Fri., 6:00-6:15 P. M. EWT	A special dramatic program, written by Ben Hecht, on April 25th, the day the Conference opened. Wed. April 25th, 9:00-9:30 P. M. EWT	Orson Welles, moderator. Delegates and commentators will review past events and make predictions. Saturdays, 10:30-11:00 P. M. EWT	Featuring people who make the news from San Francisco. Mon. through Fri. 7:00-7:15 P. M. EWT	A musical interlude plus a special guest commentator. Thur. April 26th 9:30-9:55 P. M. EWT	He'll tell you what the man in the street thinks about the Conference. Thursdays 9:00-9:15 P. M. EWT

AMERICAN BROADCASTING COMPANY, INC.

The Blue Network



★ *Amarillo is the POPULOUS CENTER of the Amarillo-Northwest Texas market.*

★ *Amarillo's population accounts for nearly 94% of Potter County's population.*

A FEW MARKET FACTS

(1) Amarillo's retail sales of $42,333,000 for 1944 show a 60% increase over 1939.

(2) Amarillo's wholesale volume amounted to over $152,000,000 in 1943.

(3) Amarillo is not only the distribution center for Northwest Texas, but is one of the 5 great distribution centers in Texas.

(4) The combined receipts for 1944 of just three classifications —cattle, oil and gas, wheat—will run close to $325,000,000.

(5) 92% of the homes in Potter County (Amarillo) have radios—the highest rating in Texas.

KFDA HAS AN IMPRESSIVE "SHARE OF AUDIENCE"

(6) Let KFDA send you their latest Hooper ratings and other pertinent data.

(7) Blue Network programs plus outstanding local programs have produced many excellent availabilities. Ask a John E. Pearson man.

(8) KFDA delivers a "sales punch" in the Amarillo—Northwest Texas market.

● NUNN STATIONS
KFDA, Amarillo, Tex.
WLAP, Lexington, Ky.
WBIR, Knoxville, Tenn.
WCMI { Ashland, Ky. / Huntington, W. Va.

KFDA
A NUNN STATION

Represented Nationally
By John E. Pearson Co.

Howard P. Roberson, Manager
AMARILLO, TEXAS

BLUE NETWORK AFFILIATE

CBS Circulation and Listening Area Map Is Sent to Affiliates

CBS has begun distribution to affiliates a listening area and circulation map, first data from the CBS 1944 Listening Area Study, 7th in a series utilizing the controlled mail ballot technique which has been adopted for both the United States and Canadian industry-wide circulation measurement standards [BROADCASTING, April 23].

An explanation is contained in a brochure, "How CBS Listening and Circulation Areas Are Measured," which states the basic concept that "radio circulation shall include only radio families listening with a known standard of frequency—families counted through scientific sampling of representative radio owners." Reserving the term "coverage" for engineers to use in measuring signal areas, the CBS technique uses "listening areas" and "circulation".

Three Levels

Station effectiveness is shown on three levels: Primary, all counties in which it is listened to by at least two-thirds of all radio families one or more times a week, provided half of those families listen three or more times a week; secondary, counties in which the station is listened to by from one-third to two-thirds of all radio families once or more a week, with one-third of those families listening three or more times weekly; tertiary, counties in which the station is listened to by at least 10 percent of all radio families three or more times weekly.

Within these three levels of counties, two counts of set owners are made: listening area radio families —the total number of radio families living within the three listening levels, and station circulation; the "subscriber" radio families within these three levels who listen at least once a week to the station being measured.

Brochure in considerable detail explains why the controlled mail technique was selected in preference to personal interviews, telephone interviews and conventional mail interviews, and how CBS handled it to produce a 75% return of the 250,000 ballots mailed to that many families.

For practical use, the findings of the survey are projected in six forms, the brochure reports: Station circulation maps, listings of station circulation levels by counties, summary of CBS station circulation, CBS circulation levels for principal cities, CBS network composite maps, special network analyses by clients, sales or trading areas. Station circulation maps are sent only to the individual stations, for reproduction at their discretion. Circulation levels by counties, for principal cities and the network summary are available to stations, representatives, advertisers and agencies. Network county-by-county listening area maps are generally distributed. Special analyses are made to order for clients and agencies.

Local Stations Form Association in Indiana

INDIANA Assn. of Local Broadcasters was organized at a meeting in Indianapolis of 10 of the 12 local Indiana stations. Donald A. Burton, WLBC Muncie, was elected president and O. E. Richardson of WJOB Hammond, secretary.

Committee to promote war bond sales includes R. R. Baker, WTRC Elkhart, chairman; John R. Atkinson, WHBU Anderson and President Burton. Special events committee includes Frank Webb, WGL Fort Wayne, chairman; J. Gibb Spring, WASK Lafayette; Harry Burdick and Robert E. Bausman, WHOT South Bend and George M. Jackson WBOW Terre Haute. Next meeting will be held in Chicago.

C. E. HOOPER Inc. opens its new Chicago office in the 230 N. Michigan bldg. May 1. Janet Widner, of the Hooper New York office, will be office manager and Harriet Clemenson, formerly personnel director and secretary to Mr. Hooper, will be assistant manager [BROADCASTING, March 19].

KCMO Kansas City has bought exclusive broadcasting rights for the 1945 season from the Kansas City Blues of the American Assoc. Walt Lochman, director of sports and special events, will report both home and out-of-town games.

Political Plans

CANADIAN RADIO will have an overdose of political broadcasting for several weeks with a provincial election in Ontario and the federal election both taking place June 11, according to announcements made at Toronto and Ottawa. Politicians, party publicity directors, representatives of advertising agencies, Canadian Assn. of Broadcasters and the Canadian Broadcasting Corp. are laying plans to fit in all the electioneering broadcasts on a free and sponsored basis which will be aired by the three major parties and a number of smaller parties in each of the election campaigns. Under CBC regulations practically all political broadcasts must be sanctioned by the CBC for time, so that there will not be a continuous series of political talks on the air, and all network campaign broadcasts, whether sustaining or sponsored, must be cleared with the CBC.

MANAGERS of eight Iowa stations comprising the Iowa Tall Corn Network attended a meeting of the network held at KROS Clinton, Ia. Group included: William Rambeau and John Livingston, national representatives; George Webber, sales manager of the network; Ken Gordon, net president. Stations comprising network are: KDTH Dubuque, KROS Clinton, KBUR Burlington, KICD Spencer, KVFD Fort Dodge, KTRI Sioux City, KFJB Marshalltown, KBIZ Ottumwa.

IN CENTRAL IOWA

You Get Concentrated Coverage At Low Cost Over KSO!

In the rich agricultural and industrial market of Des Moines and central Iowa KSO offers you concentrated coverage at low cost.

Here is a permanent market because its agricultural products will be needed for years to feed a hungry world . . . and it is a market in which peace time reconversion will occur without confusion . . . a market of prosperous families whose present and post war consumer needs are tremendous . . . Reach this market over KSO.

KSO
GOES BASIC
COLUMBIA
JUNE 16

5000 Watts
Day and Night

KINGSLEY H. MURPHY, *Owner*
GEORGE J. HIGGINS, *General Manager*
HEADLEY-REED CO., *National Representative*

Des Moines,
Iowa

Ashbacker Appeals To Supreme Court

WKBZ Asks Review of Plea Against Fetzer Station

ASHBACKER Radio Corp., operator of WKBZ Muskegon, Mich., last week submitted to the U. S. Supreme Court a petition for a writ of certiorari ordering the Court of Appeals in Washington to review a decision dismissing an appeal from the FCC's grant of an application to Fetzer Broadcasting Co.

The complaint of Ashbacker has been that the Fetzer application for a frequency in Grand Rapids "was in conflict with and mutually exclusive of" its own pending application and that the grant was made without hearing thus denying Ashbacker a chance to prove its case [BROADCASTING, March 19]. The petition likewise, claims that the jurisdiction of the Supreme Court is invoked since the order of the court below deprives a hearing on its application.

The questions presented to the Court are, when there are pending two conflicting mutually-exclusive applications from the same area for the same wave-length:

1. May the FCC grant one of these applications, ex parte, and simultaneously designate the other for hearing.

2. If so, is the hearing thus offered a fair one in the face of the accomplished grant of the competing application.

3. Does such grant to one of two competing applicants adversely affect the interests of the other so as to permit him to sue out an appeal to the Court of Appeals.

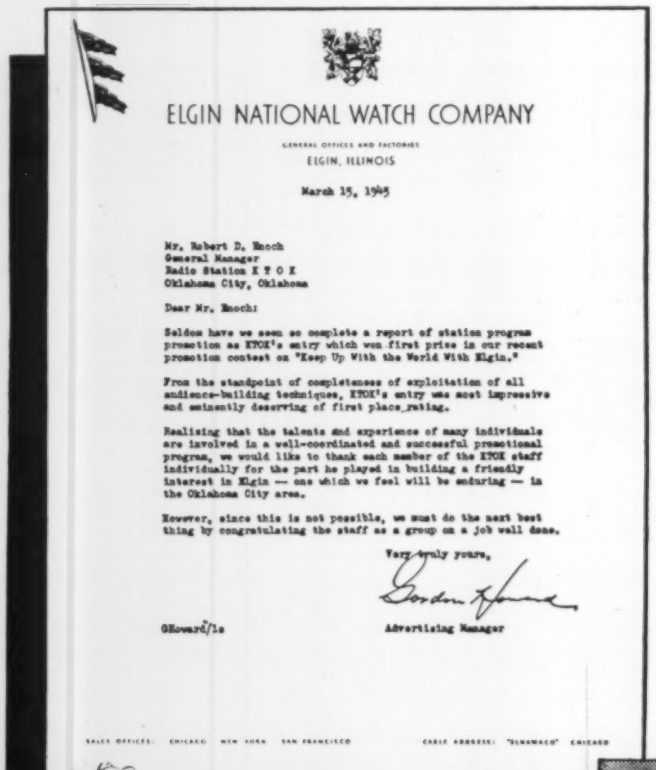
The Washington law firm of Segal, Smith and Hennessey is acting as counsel for the petitioner. John E. Fetzer, principal owner of the Fetzer Broadcasting Co., is Assistant Director of Censorship.

PLAN WESTINGHOUSE PROMOTION

CHICAGO MEETING of Westinghouse Radio Stations Inc. and KYW Philadelphia officials to present KYW's new promotion and program features to members of NBC spot sales force brought this group together. Seated are (l to r): William Rambo, KYW promotion manager; W. B. McGill, general promotion manager, Westinghouse Radio Stations; Oliver Morton, manager NBC central division spot sales; J. E. Baudino, manager, KDKA Pittsburgh; B. A. McDonald, general sales manager, Westinghouse; E. C. Carlson, NBC central division promotion manager. Standing, David Lewis, promotion manager, KDKA; J. J. McPartlin, NBC Spot Sales; Harvey McCall Jr., sales manager, KYW; M. R. Tennerstedt, Rudi Neubauer and Robert Ewing, all NBC Spot Sales; Don McDonnell, NBC sales promotion; E. C. Cunningham and L. E. Tilden, NBC Spot Sales.

"Thanks! . . . for a job well done!"

. . . ELGIN



ELGIN NATIONAL WATCH COMPANY

GENERAL OFFICES AND FACTORIES
ELGIN, ILLINOIS

March 15, 1945

Mr. Robert D. Enoch
General Manager
Radio Station K T O K
Oklahoma City, Oklahoma

Dear Mr. Enoch:

Seldom have we seen so complete a report of station program promotion as KTOK's entry which won first prize in our recent promotion contest on "Keep Up With the World With Elgin."

From the standpoint of completeness of exploitation of all audience-building techniques, KTOK's entry was most impressive and eminently deserving of first place rating.

Realizing that the talents and experience of many individuals are involved in a well-coordinated and successful promotional program, we would like to thank each member of the KTOK staff individually for the part he played in building a friendly interest in Elgin — one which we feel will be enduring — in the Oklahoma City area.

However, since this is not possible, we must do the next best thing by congratulating the staff as a group on a job well done.

Very truly yours,

GHoward/le

Advertising Manager

SALES OFFICES: CHICAGO NEW YORK SAN FRANCISCO CABLE ADDRESS: "ELWATCO" CHICAGO

In recognition of the best job in "Keep Up With the World With Elgin" promotional contest, **KTOK took first prize!**

The significance of this story is—KTOK does an outstanding promotional job for its advertisers, as well as provide a really important audience.

So remember, with KTOK you BUY AUDIENCE—not power—PLUS the finest kind of merchandising assistance.

Taylor Howe Snowden
Radio Sales

AFFILIATED WITH
AMERICAN BROADCASTING CO., INC.
OKLAHOMA NETWORK
1400 ON THE DIAL

ktok
OKLAHOMA CITY

The Most Progressive Station in E-x-p-a-n-d-i-n-g Oklahoma

Self - Discipline For Radio Urged

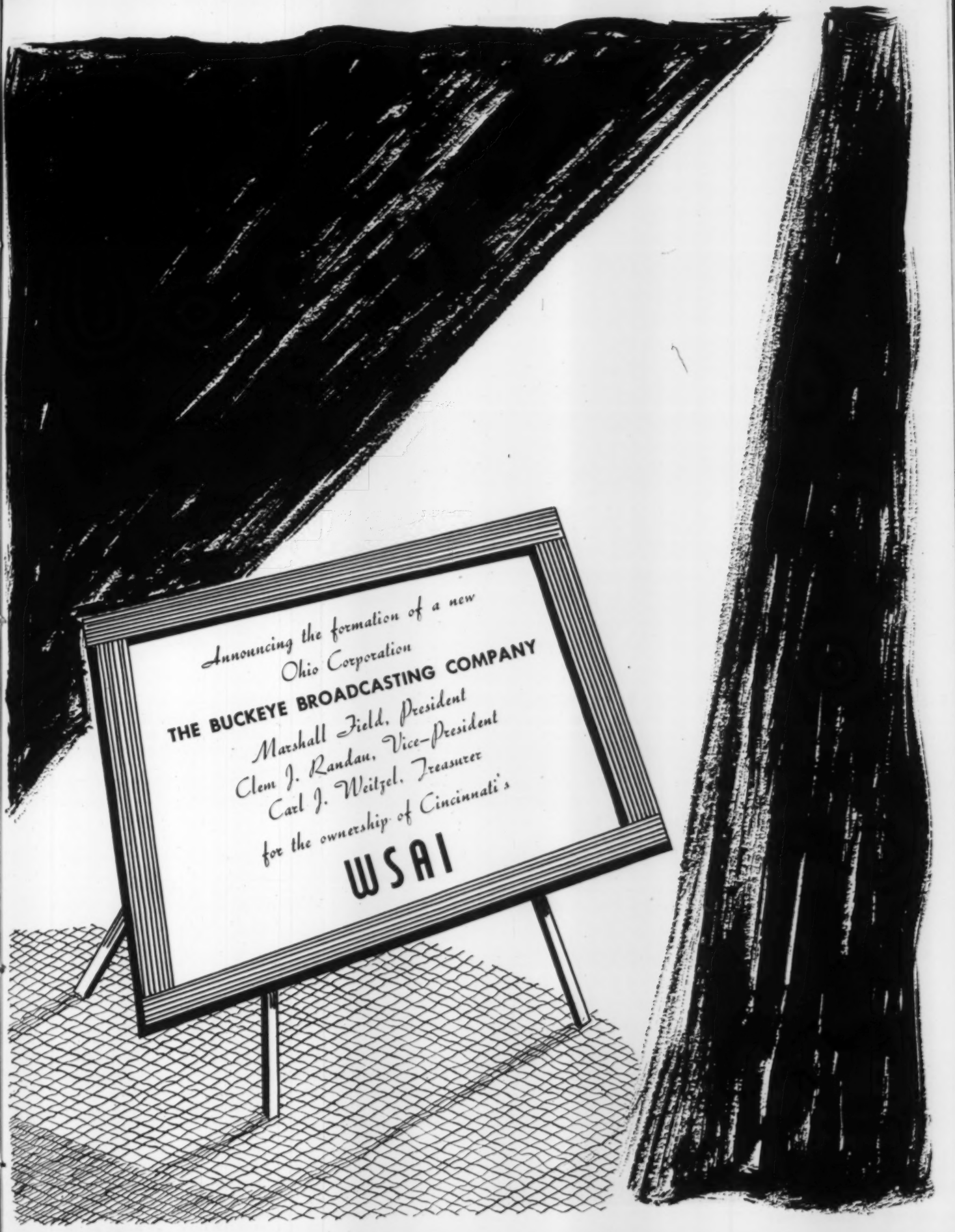
Justice Miller Proposes Anticipation of Reaction

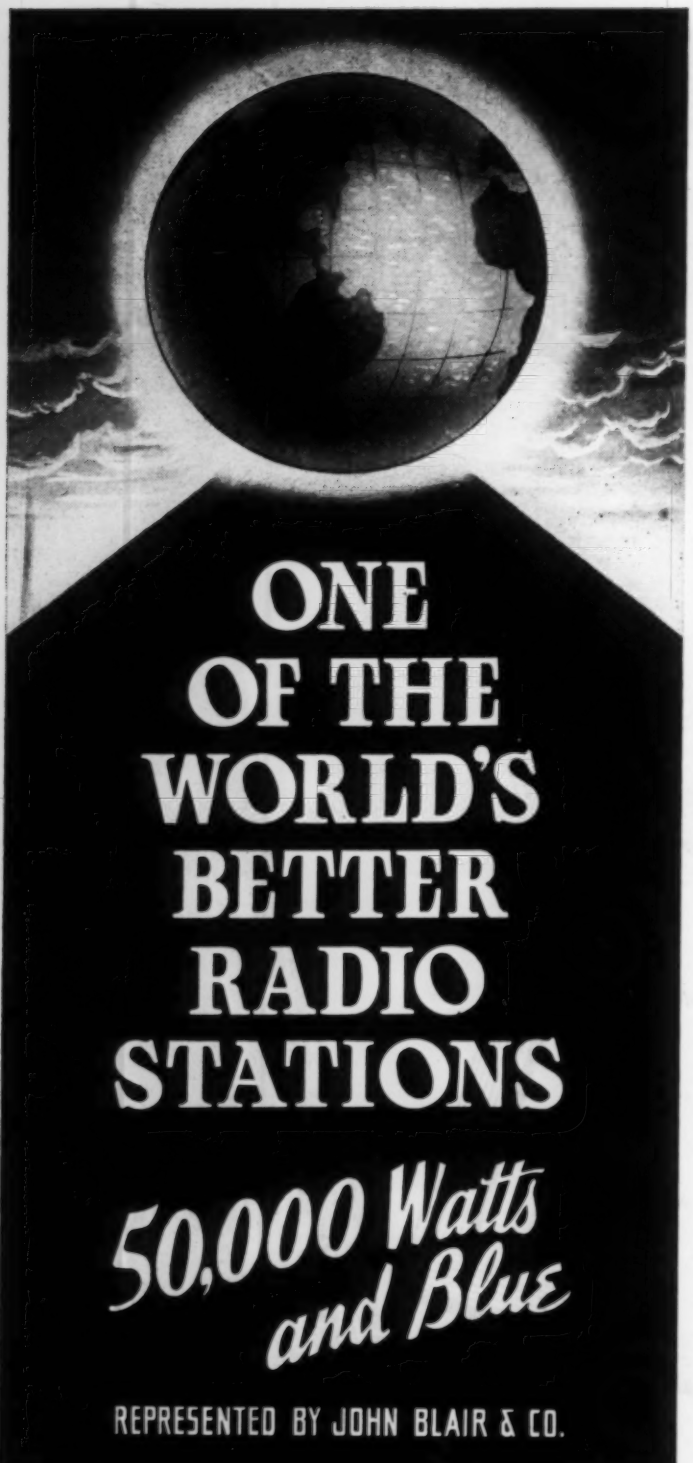
ADVICE to broadcasters that intelligent anticipation of public reaction by equally intelligent self-discipline will "prevent legislative intemperance" was voiced by Associate Justice Justin Miller of the U. S. Court of Appeals in Washington in connection with commercial news broadcasts.

In a letter to the *St. Louis Post-Dispatch*, supporting its campaign against middle commercials in news sponsorship, Justice Miller commended the newspaper for its position. The letter, published as the lead on the editorial page of the *Dispatch* April 20, follows:

> I have just read in BROADCASTING a reprint of your editorial of April 10, "In the Interest of Radio". Let me add my voice to that of others who have commended you for the position which you have taken.
>
> There is no more reason why a newscast should be interrupted for a plug-ugly than that such ads should be inserted in the middle of news stories or editorials in a newspaper; especially when the interruption—deliberately or unconsciously, whichever it may be—is in nauseating contrast to the subject under discussion by the commentator.
>
> It is particularly encouraging that this insistence upon higher professional standards should come from a newspaper—a representative of the profession which has most intelligently through the years defended the guarantees of the first amendment. Only by intelligent anticipation of public reaction and by equally intelligent self-discipline can we prevent legislative intemperance.

GOV. THOMAS E. DEWEY of New York is delivering his annual "report to the people" in two broadcasts on a statewide hookup of CBS stations, April 27 and May 4, 7:15-7:30 p.m. Each year of his term of office Gov. Dewey has delivered a similar report on CBS, previously as a single half-hour broadcast.


Announcing the formation of a new
Ohio Corporation
THE BUCKEYE BROADCASTING COMPANY
Marshall Field, President
Clem J. Randau, Vice-President
Carl J. Weitzel, Treasurer
for the ownership of Cincinnati's
WSAI



Net Plan Dropped, WHOM to Be Sold

Number of Proposals Made to Buy Outlet, Says Cowles

ABANDONMENT by the Cowles Broadcasting Co. of its original plans to launch a regional network stretching from Washington to Boston was mainly responsible for the decision to dispose of WHOM Jersey City, sale of which is expected within the next few weeks [BROADCASTING, April 23].

Gardner Cowles Jr., president of the broadcasting organization and of the Cowles newspaper and magazine operations, said last week that the plan initially had been to tie WHOM into WCOP Boston and WOL Washington. The regional network plan was dropped when WCOP contracted with the Blue Network, effective June 15. WOL is the Mutual Washington outlet.

Newspaper Mentioned

It is possible, though unlikely, that the *Newark Evening News* will acquire WHOM. The newspaper already has contracted to acquire control of WBYN Brooklyn for $204,000 [BROADCASTING, April 16]. The fact that WHOM is located on the New Jersey side, whereas WBYN is not, might have some bearing on the ultimate transaction.

Mr. Cowles said a number of proposals have been made for WHOM but that no decision had been reached. It probably will be disposed of for the same net price paid for the station less than a year ago—$350,000, plus adjustments and losses. It appeared evident there was no desire to turn over the station at a profit.

The *Newark News* obviously could not acquire two outlets under the FCC duopoly regulations. Thus, should a transaction be completed for WHOM, it is presumed the newspaper would dispose of the WBYN agreement. It is doubted whether the Cowles company will seek another New York outlet.

Short Newscast Refused

APPLICATION BY Canadian broadcasters to the Canadian Broadcasting Corp. board of governors at its recent meeting for relaxation of the sponsored newscast regulations, requiring a 10-minute period, to allow a 5-minute sponsored newscast [BROADCASTING, April 16] has been turned down. No reasons were given.

Col. Allen Amputation

COL. ROBERT S. ALLEN, of the U. S. Third Army staff, former Washington columnist and broadcaster of the *Washington Merry-Go-Round* Blue program, was wounded on April 7 south of Ohrdruf, Germany, the War Dept. announced last week. Col. Allen's lower right arm was amputated.

NEWS

CECIL BROWN has received an award and **FRANK SINGISER** a citation from the United Businessmen's Assn. of Philadelphia for "excellent presentation of news and outstanding preparation of analyses of events for broadcasts" over WIP Philadelphia. Awards were presented at a dinner April 26.

CFCY Charlottetown, P. E. I., has signed for Press News service, bringing to a total of 43 the number of Canadian stations taking PN wire service.

FRANK (Salty) MALLANTS, WIOD Miami boating and fishing commentator, has been named a member of the conservation committee of the Florida Chamber of Commerce.

RAY McGUIRE, WNOE New Orleans sports and special events commentator, has signed a new contract—with his 8½ month-old son. Ray Jr. just made his debut before the kleig lights posing for motion picture advertising and his father promptly prepared for Hollywood offers.

ROBERT F. LASSELL, released from the Navy and former news editor of KPQ Wenachee, Wash., and KFIO Spokane, has joined Blue-ABC Hollywood as senior newswriter.

DAVE ROBERTS, released from the AAF and former actor-announcer, has joined KMPC Hollywood as newscaster and re-write man.

EVERETT HOLLES, head of the WBBM Chicago news department, is the author of a book titled "Unconditional Surrender" to be published 12 days after V-E Day. Publisher is Howell-Soskin, New York.

FREDERICK B. OPPER, Blue-ABC correspondent in the China-Burma-India theater recently stationed in Chungking, has returned to New York on furlough.

KEN STODDARD, former news editor of WCAU Philadelphia, has joined the AP Philadelphia staff.

KWK St. Louis has added AP newspaper "A" wire and Press Assn. radio news wire.

WALTER WALDMAN, formerly with the Netherlands Information Bureau, and **FLORA KAISER**, formerly with the WMCA New York script department, have joined the news staff of WLIB New York.

ALLIED ARTS

TRANSAMERICAN Broadcasting & Television Corp., New York, has entered into an exclusive distributing arrangement with Charles Michelson Radio Transcriptions, New York, to distribute new syndicated transcriptions. Programs already being distributed for Transamerican by Michelson are "Liberty Short Stories", 163 quarter hours; "The Life of Mary Sothern", 323 quarter hours; "Dr. Friendly", 109 quarter hours, and "A Date With Music", 130 quarter hours.

WHYN Holyoke, Mass., has added the WBS World Transcription Library to its library facilities.

GEORGE VOGEL ASSOC., New York, radio public relations firms, has been appointed to handle campaigns for both the Save the Children Federation and American Relief for India Inc.

HENRY A. RAHMEL, former producer of Hill Blackett & Co., Chicago, to A. C. Nielsen Co., Chicago.

JIM WARD, former radio director of Kalom Co., Chicago, has opened his own firm, Jim Ward Radio Productions, at 5252 N. Broadway, Chicago.

GEORGE DePUE Jr., sales manager for World Broadcasting System, New York, is the father of a girl.

IRA SERMAN, trade paper editor for Tom Fizdale Inc., New York public relations firm, has been named to the new position of head of the organization's radio department. He is former news and feature editor for CBS and Transradio Press.

NEBLETT RADIO PRODUCTIONS, Chicago, is offering a new participation package program "Curfew Time", musical variety show now heard on WGN.

first

in War!

KGW was officially selected by the American Red Cross to launch the 1945 war fund drive in Portland. In response, the station produced another great FIRST; the dramatic eye-witness story of a Coast Guardsman at the Tarawa beachhead.

first

in Peace!

Early in its history, KGW established itself as a station devoted to humanitarian effort. A weekly two-hour show staged by the "Hoot Owls," a voluntary organization of Portland businessmen, brought joy to shut-ins throughout the Pacific Northwest. Allied with the "Sunshine Division" of the Portland police reserves, the Hoot Owls facilitated immediate aid to many needy Portland families.

first

in Audience Influence

Show after show, contributing to public welfare, fill the chapters of KGW history. Twenty-three years of insight and foresight in broadcasting has resulted in a succession of pace-setting FIRSTS for this pace-setting station.

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

DOLLAR TALK ABOUT WSIX NASHVILLE

During the two-year period ending in January, a rise of 81.5% was registered by our overall average Hooper. Yes, WSIX has more daytime listeners than any other Nashville station. Remember, too, that BLUE and MUTUAL listeners are the best spenders nowadays. So, with more and more of the million potential buyers in this area listening to WSIX it's no wonder more advertisers are spending more of their radio dollars on WSIX!—the station where your advertising money talks louder.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

5000 WATTS

980 K.C.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

OWI and Treasury Jointly Plan Top Net Seventh Loan Coverage

Total of 679 Assignments Scheduled for Drive To Raise $14,000,000,000 May 14-June 30

RADIO SUPPORT for the $14,000,000,000 Seventh War Loan May 14-June 30, planned jointly by the OWI Domestic Radio Bureau and the Treasury War Finance Division, will elicit widest net coverage of any campaign run heretofore with a total of 679 allocations and scheduled assignments prepared for the networks.

"Within the limits of good showmanship" each network show will be asked to devote an entire program to War Bonds. Special effort will be made to have the top 15 shows in the Hooper rating do one such program before going off the air for the summer.

The greater emphasis placed upon this drive is necessitated by the fact that there will be only two War Loans this year instead of the usual three although just as much money will be raised. Half of the Seventh Loan quota is set for individual investors.

Forces Combined

Radio's part in the drive has been carefully mapped out for the utmost coordination with the advertising and publicity by other media. The OWI and Treasury have joined forces in establishing a radio program service team, operating from the OWI deputy offices in New York, Chicago and Hollywood. The teams will confer with every program receiving an allocation in order to supply them with exclusive material and arrange for interviews and guest appearances.

In the past many programs have carried more War Bond appeals than allocated by the OWI, particularly during the first days of the drive. The longer duration of the Seventh Loan, however, makes such a practice dangerous, the OWI feels, since it might result in "shooting the works" during the preliminaries and a lack of message effectiveness in the later and perhaps more critical stages. To avoid this it is suggested that all wishing to devote extra time do so by expanding their regularly scheduled messages to the complete programs mentioned before. The regular allocations have made provisions for reminder copy so no extras are needed in that direction.

In areas where the drive is lagging, the state chairmen of the Treasury's War Finance groups will inform regional OWI radio directors who will then make special requests to offset the deficit.

Although the success of the drive depends on the whole-hearted cooperation of radio, the OWI says, there is still additional reason for careful adherence to the allocation plan and it is essential that the drive does not drain off support from other important Government information programs.

Eight special themes and anniversary days occur during the drive. In cases where a program's allocation falls on any one of these days, the particular theme may be tied in with copy on the drive. Special material is being prepared by the OWI for programs desiring to incorporate the themes.

Special plans for network kick-off programs on May 13, the day preceding the drive, are still under discussion. In the past either special shows by each of the four networks or combined all-star shows broadcast simultaneously on all four have been used.

Secretary of the Treasury Henry Morgenthau in a letter sent Friday to all radio advertisers, agencies, networks and stations cites the necessity for cooperation in the campaign and calls the next few months "crucial to the whole American war effort. The generosity of advertisers, their agencies and broadcasters," he writes, "in allocating radio advertising time to the previous war loan drives encourages us to hope that you will go all-out for a Mightier 7th!"

FCC Cut Restored

BY UNANIMOUS voice vote last Wednesday both Houses of Congress adopted a conference report restoring $4,000 for five new automobiles to FCC's 1946 fiscal year budget, thereby bringing the total appropriation to $5,005,400, as originally passed by the House. The Senate in March lopped $4,000, which had been earmarked for new cars, from the budget. The Commission's appropriation now is only $201,600 less than the $5,207,000 requested. Congress earlier cut that amount from the proposed regular activities budget [BROADCASTING, Feb. 12].

Hooper Changes

C. E. HOOPER Inc. has revamped and expanded its "Hooper Ratings Pocket Piece" to include comparative tabulations of the top 15 programs, showing current, last report and a year ago; program ratings summary; basic audience trends; size of network for each program and rebroadcast time, if any; schedule of network sustainers; use of color blocks to indicate network option time; greater legibility of all charted information.

CJOR Vancouver has moved into its new Radio Theater at 841 Howe St. Studio seats 125 people and includes a reception room, control room, artists' quarters and talk studio.

"HEY, WHERE DO YOU WANT THIS?"

Now, WJW has *everything*—including the kitchen sink.

The last picture is being hung in our recently expanded offices.

The welcome mat is already out in our new roomy audience Studios.

And the WJW Staff is set up to handle any and all problems that come our way.

All signs point to WJW's even greater growth. That's saying a lot, too—considering we hung out our sign in Cleveland only 18 months ago and *already*—*WJW is Cleveland's top station in the morning!*

BASIC
Blue Network
CLEVELAND, O.

WJW 850

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Joyce Acquires Interest In Raymond Rosen & Co.

THOMAS F. JOYCE, formerly general manager of the radio, phonograph and television department of the Victor Division of RCA, has acquired an interest in and will act as general manager of Raymond Rosen & Co., Philadelphia, distributor of many RCA products.

Mr. Joyce

Mr. Joyce will take over the responsibilities handled by Albert Slap, one of the founders of the firm, who died recently. The company was organized in 1926 and has become one of the largest in the country.

TECHNICAL

HAROLD WEINGELD, released from the Army, and **JOHN BERGAMIAN,** formerly in the communications department of American Airlines, have joined the engineering staff of WLIB New York.

CLARK (Red) SAUNDERS, Blue-ABC technician formerly working from KGO San Francisco, has returned to that city after four months in the Southwest Pacific. He equipped a B-29 for the historic broadcast over Okinawa by Blue-ABC Correspondent **LARRY TIGHE.**

JOSEPH P. BERRY, supervisor of the Town of Southport, is serving as relief transmitter operator at WENY Elmira, N. Y., replacing **JOE McBENNETT,** recently inducted and now stationed at Great Lakes Naval Training Station.

TAG GREEN, chief engineer of WENY Elmira, N. Y., is the father of a boy.

LT. JOSEPH LAMPRECHT, former WFBL Syracuse engineer, is now with a test group, Army Signal Corps, Elgin Field, Fla.

CARL CABASIN, NBC central division field engineer, is the father of a girl.

ROBERT A. BINKEY, formerly of WTOP Washington and more recently in radio-servicing field, has been added to Blue-ABC Hollywood technical staff as vacation relief studio-field engineer.

IVAN EKBERG, from KPRO Riverside, Cal., to KMPC Hollywood as engineer.

BRUCE NEWBORN, Norfolk, Va., district supervisor for Altec Lansing Corp. (radio equipment mfrs.), has been appointed Seattle field engineer replacing **MILT OVERMIRE,** resigned.

DAVID SCOTT, former WAAT Newark engineer, is engineering chief of the American Forces Network in London.

FRED A. BARROW, Canadian Marconi Co. engineer, has been named factory manager of the firm. **ERIC W. FARMER** has been promoted to chief factory engineer and **WALTER S. RAMSDEN** to factory production manager.

EDNA CHAMBON to WADC Akron as engineer replacing **ILENE MINTZ** who is to become a photographer's model in Chicago.

WESTINGHOUSE Electric & Mfg. Co., Sunbury, Pa., home radio division, has received the company's twenty-fifth Army-Navy E award.

EDWARD J. CONTURE, studio-field engineer for Blue-ABC Hollywood, is the father of a boy.

BEAUMONT
HAS MONEY TO SPEND
NOW!—LATER!
PAYMASTER
SHIPPING has long been one of Beaumont's important industries. So it's only natural that this port is one of America's foremost ship-building centers. When the flush of war production is over Beaumont's shipping will remain a vital permanent industry.
Now and later KFDM'S 585 million dollar effective income market means top crust money for you!
BLUE NETWORK
AMERICAN BROADCASTING CO., INC
KFDM
BEAUMONT TEXAS
560 K.C., 1,000 WATTS
MEANS BUSINESS
SERVING THE "MAGNETIZED SABINE AREA
"Magnetized . . . drawing people and industries from other sections!
AFFILIATED WITH
TAYLOR-HOWE-SNOWDEN
Radio Sales

ACA INTERFERENCE CHARGED TO WWPG

UPHOLDING a complaint against WWPG Palm Beach, Fla., alleging unfair labor practices and interference with union organization, a trial examiner for the National Labor Relations Board recommended last week that the Board order the station to bargain with the American Communications Assn. (CIO) as the representative of its employes and make restitution to certain of its personnel for privileges denied.

In an Intermediate Report on a dispute between the station and the ACA, which had requested recognition last June 30 after a majority of the employes had applied for membership, NLRB Trial Examiner Peter F. Ward found that the employer denied holiday privileges to its clerical staff and harassed one of the clerks into resigning in order to discourage membership in the union. Through these and other acts, the examiner concluded, "the respondent was determined from the advent of the union to destroy its majority and to refuse to bargain collectively with it."

The examiner recommended that the station be required to offer to reinstate one of its former clerks in her old or an equivalent job and to reimburse her for any loss of pay she may have suffered through her forced resignation. He also recommended that the clerical staff be compensated for loss of Wednesday half holidays denied them last summer.

Parties to the case are given opportunity for oral argument before the full Board before action is taken on the examiner's report.

Better Dry Cell

"RM" BATTERY, developed for the Signal Corps, has been proclaimed the greatest single development in dry cells in many years. It is a mercury battery, designed for tropical theaters, lasting five times as long as ordinary carbon batteries. Samuel Ruben, an electrochemist of New Rochelle, N. Y., is the inventor. Of interest in the development of postwar miniature radios of the "personal" type, the "RM" weighs not quite two pounds and can be packed in a space less than one foot long and slightly less than 1½ inches wide. Bulk of present production is going into portable Army and Navy radio equipment.

Tidewater Sponsors Two

TIDEWATER Assoc. Oil Co. has purchased the quarter-hour *Manhunt* program, transcribed by Frederic W. Ziv Co. Program is aired weekly on KGLO KFYR WDAY KABR WNAX KSYM WORC KWLM WCCO. Tidewater is also sponsoring the transcribed *Pleasure Parade* on WEAU Eau Claire, Wisc. Both contracts for 26 weeks are handled by Lennen & Mitchell, New York.

Bill Fox Speaks from "The Fox's Den"

Monday thru Friday
6:30-6:45 P.M.

Indiana's Leading Sports Authority

● After 25 years of continuous and exclusive sports writing in *The Indianapolis News*, "The Great Hoosier Daily," Bill Fox, Jr. has finally been lured out of his den. Now, in addition to his writing, he has been induced to give the folks of Indiana "the low-down" on sports.

As conductor of "The Yarnin' Basket," "Shootin 'Em and Stoppin' 'Em," "A Corner In Pigskin," and "Tearing Firma," columns, Bill Fox has built an unparalleled reputation as an authority on all sports, and a following among Hoosier sports fans which is the envy of the fraternity.

"The Fox's Den" has received enthusiastic favor with listeners in the few months that the feature has been on the air. Mail has been very heavy. Now available for sponsorship. Ask any BLAIR man for further details.

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

★ A *Mutual* STATION
INDIANAPOLIS, IND.

WIBC

OWNED AND OPERATED BY THE INDIANAPOLIS NEWS

CITATIONS ★ 1944-1945

THE GEORGE FOSTER PEABODY RADIO AWARDS

To: **CAVALCADE OF AMERICA (Du Pont)** . . . Outstanding Entertainment in Drama
THE TELEPHONE HOUR (Bell System) . . . Outstanding Entertainment in Music
WLW, NBC Cincinnati affiliate . . . . . Outstanding Reporting of News
KFI, NBC Los Angeles affiliate . . . . . Outstanding Program for Youth
(PHILHARMONIC YOUNG ARTISTS SERIES)

AND A SPECIAL CITATION
KVOO, NBC Tulsa affiliate . . . . . for its program, **SOUTHWEST FORUM**

THE ALFRED I. DU PONT RADIO COMMENTATOR AWARD

To: **H. V. KALTENBORN (Pure Oil)** . . . for "distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion . . ."

THE VARIETY SHOWMANAGEMENT REVIEW

In *Variety's* 12th annual survey of showmanagement three NBC affiliates were awarded plaques: WSB, Atlanta; WKY, Oklahoma City; and WTIC, Hartford. Special citations went to Bristol-Myers for its NBC program, "Mr. District Attorney" and to the NBC Program Department for "Words at War."

THE CLEVELAND PLAIN DEALER

In this year's poll by *The Cleveland Plain Dealer*, NBC programs and stars once again won more first places than all other networks combined—13 out of 18.

THE MILWAUKEE JOURNAL POLL

In the 1945 *Milwaukee Journal* Listeners' Poll, NBC won 7 out of 14 first places—more than all other networks combined.

THE RADIO DAILY POLL

In *Radio Daily's* eighth annual poll, 1051 experts—the nation's radio editors and columnists—honored NBC advertisers and their agencies by giving NBC 15 first places out of 26—more than all other networks combined.

THE BILLBOARD POLL

In *Billboard's* 14th Annual Radio Editors' Poll, NBC was given 10 out of 18 first places—with all of the top 5 and 8 of the top 10 places in the "Favorite Programs" classification alone.

MOTION PICTURE DAILY-FAME POLL

In this year's *Fame* poll, NBC was accorded 13 out of 24 first places, including 3 out of 5 in the "Champion of Champions" classification—won this year as for the past nine years by an NBC star.

THE WRITERS WAR BOARD "Best-Script-of-the-Month"

More than 33% of the total number of scripts selected each month as Best-Script-of-the-Month have been for NBC programs—with *Words at War* scripts, chosen 5 times, the only series chosen more than once.

In Confirmation...

■ The National Broadcasting Company is *America's No. 1 Network.* It maintains that established position with stations, stars and programs—consistently the highest rated, the most popular in radio.

And when citations are made for radio excellence, for service to the nation, for cultural contributions, NBC, its independent affiliated stations and its advertisers again take the highest honors—specifically and in whole.

It is gratifying to share these recognitions—not in a spirit of triumph, nor as ultimate judgment of contributions, and not in any implied neglect of others' splendid achievements.

NBC accepts in simple appreciation the critical confirmation of an overwhelming popular vote—the vote that makes NBC *The Network Most People Listen to Most.*

National Broadcasting Company

America's No. 1 Network

1945—RADIO'S 25th ANNIVERSARY—PLEDGED TO VICTORY!

A Service of Radio Corporation of America

PROMOTION

A waiting line is reported by WJZ New York at local drug and tobacco counters for its "No Cigarette" package. Idea originated on Don McNeill's "Breakfast Club" program on Blue-ABC, parent network and is being used as a local promotion stunt. Station is distributing some 500 of the empty packages under the brand name "No Cigarette", "manufactured and distributed" by Blue-ABC "Breakfast Club". Package copy says cigarettes are guaranteed "to contain no nicotine and no apple butter" and also "With men who know tobacco best, only 'No Cigarettes' can make those statements."

Co-op Promotion

WFIL Philadelphia is cooperating with Curtis Pub. Co., Philadelphia, in promotion of "The Listening Post", Blue-ABC show of the Saturday Evening Post. More than 500 posters have been placed on newsstands throughout Philadelphia and the Curtis delivery trucks carry banner signs calling attention to the program.

WKBN Uses Billboards

WKBN Youngstown, O., advertising of CBS and local programs via billboards is the subject of a mailing piece issued by General Outdoor Adv. Co.

KFBK Radio School

TO ASSIST public school teachers of Sacramento, Cal., in using radio in their classrooms to maximum advantage, KFBK Sacramento will offer a three-week radio summer school during July. Teachers attending will be given salary increment credits under arrangements with city unified school district board. Schedule will include intensive training in writing and production.

WOWO Farm Clinics

AS A REGULAR feature of its newly organized farm department, WOWO Fort Wayne, Ind., is conducting a series of all-day clinics at which staff members demonstrate broadcasting technique to farm extension agents who have been taking farm audience surveys. Through the clinics the agents acquaint WOWO personnel with needs and preferences of rural listeners.

Booklet of Documents

BOOKLET titled "Basic Documents of the Peace" has been distributed by WEEI Boston. Containing reprint of the Four Freedoms, the Atlantic Charter and the Dumbarton Oaks Proposals, booklet is introduced by Irving T. McDonald, WEEI news analyst.

WOL Schedule

PUBLICATION of a weekly program schedule showing programs, spot announcements and availabilities has been started by WOL Washington. Other Cowles stations, WHOM WCOP WNAX KRNT, are printing similar schedules.

WJNO Folder

ILLUSTRATED promotion folder describing WJNO West Palm Beach, Fla., "rededicated to public service, convenience and necessity", has been distributed by the station along with a microphone-shaped blotter.

Promotion Personnel

ENID HAGER CLARKE, former public relations director of WPEN Philadelphia, has been placed in charge of radio for the Seventh War Loan and the Salvation Army campaign in Philadelphia, assisted by **MARGARET HANLEY**, formerly of WIP Philadelphia, and **ANTOINETTE HIZA.**

MARION SABATINI, OWI Domestic Radio Bureau editor of Women's Radio War Program Guide, has been appointed assistant chief of station relations. She will act in a dual capacity, continuing with the old job.

JOHN WILKOFF, former WWSW Pittsburgh program manager, is to replace **MITCHELL B. DeGROOT Jr.** as WCAE Pittsburgh promotion manager. Mr. DeGroot joins Blue-ABC promotion staff in New York.

HUGH MacKENZIE, former public relations officer with the RCAF, succeeds Ewald Kockritz as WAGA Atlanta promotion manager.

FDR MEMORIAL
CBS Cooperates on Book Published in Six Days

SIX DAYS after the death of President Franklin Delano Roosevelt was flashed to the world by radio, Pocket Books Inc. published a 250-page book telling how the news was handled by CBS, and printing many of the tributes to the great leader.

The popular-priced, paper-backed book entitled "Franklin Delano Roosevelt, A Memorial" includes a 54-page compendium of CBS broadcasts from the time the news was first aired at 5:49 p.m. Thursday through the four-day period in which all American radio mourned the President. Following pages record worldwide tributes, prayers, verses and dedicatory remarks broadcast or published here and abroad and excerpts from the late President's speeches outlining his political philosophy. All royalties from the book go "to a charitable cause that was close to the heart of the President."

CBS, mailing the book to friends, included a black-bordered note explaining their cooperation as a share in honoring a "leader whose unique use of radio helped to make him the intimate of all the freedom-loving peoples of the world."

Radio at O.S.U.

RADIO JOURNALISM will be offered as part of the curriculum of Ohio State University next autumn, according to Dr. James E. Pollard, school director. The students will make use of Ohio State's 25-year-old station WOSU for laboratory purposes. First two years of the course will require science, foreign language, English, American history, political science, economics, sociology and reporting. Two remaining years are a combination of journalism and radio courses with advanced social science.

SPONSORS and broadcasters who want to help the national effort to prevent forest fires can secure scripts for two five-minute dramatic skits or 18 announcements, all approved by OWI, from State or Regional Foresters or Commissioners of Conservation.

LOUIS JORDAN

Without a doubt, Louis Jordan and his Tympani Five is one of the best known small band combinations in the United States today.

An accomplished musician since he was a child, Jordan is rapidly reaching the very heights of public favor. He's been clicking in the smart night spots, on the stage, and on Decca Records.

BARNACLE BILL THE SAILOR / HONEY IN THE BEE BALL	Dec. 7556	Jordan's Newest Sensation
YOU GOTTA GO WHEN THE WAGON COMES	Dec. 7729	CALDONIA (What Makes Your Big Head So Hard?)
T-BONE BLUES	Dec. 8525	★
BOUNCE THE BALL	Dec. 3253	*Recorded on Decca 8670*
FIVE GUYS NAMED MOE	Dec. 8653	PERFORMING RIGHTS EXCLUSIVELY BMI

Consult your BMI DISC DATA for complete listings of BMI-licensed titles recorded by Jordan and other noted vocalists and bandleaders.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N.Y.

NEW YORK CHICAGO HOLLYWOOD

$1,833,000,000
FOR POSTWAR SPENDING!

$3,000 Per Detroit Family!

Nearly *two billion dollars* in savings! That's a lot of purchasing power. It's ready now, in bank savings and War Bonds held by Wayne County (mostly Detroit) residents, and the total is growing larger every week!

REMEMBER that when shiny new cars again take the place of guns in Detroit factories; when materials and labor will again be available to build the tens of thousands of new homes needed in Detroit; when the pent-up desires for new washing machines, radios, refrigerators, appliances, home furnishings—for all kinds of goods and services—will turn Detroit into a sales manager's paradise.

WHEN that day comes you'll want to remember, too, that WWJ is the most listened-to station in this great market . . . that this radio station offers a direct approach to a huge backlog of savings.

Television C. P. Pending

NOW APPROACHING THE 25TH BIRTHDAY

WWJ

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY
National Representatives

WABC presents Arlen and Margaret
Arlen brings us a few sidelights on her program. Good morning Margaret . . .

Good morning, Harry. And hello everyone . . . I understand this will be a two-column commercial for PRINTERS' INK, the weekly magazine of advertising, management and sales. But can't we mention several of our regular sponsors, too?

We might, Margaret. We might mention a few like Celanese Corporation of America or their agency, Young and Rubicam, and how they have 27 PRINTERS' INK subscriptions between them. But, first, tell us about some of the things you've been doing to help the war effort.

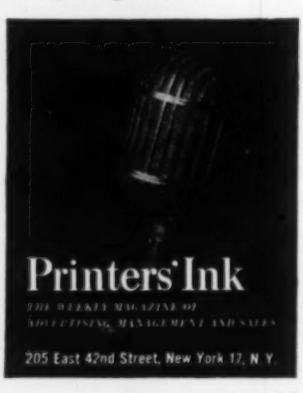
Why Harry Marble! You know the help really comes from our audience.

Your audience, Margaret, carries the biggest Hooper rating among the New York women's service commentators. Collecting 30,000 Christmas presents for the boys was really bringing in the bacon. And the 5,244 Easter eggs, well, Armour and its agency, Foote, Cone and Belding (together, they have 35 P. I. subscriptions) should like that. You know, bacon and eggs?

Be serious, Harry, and I'll tell you about our service drive for the Theodore Roosevelt, Jr. Company of the WAC. We made 46 separate broadcasts and more than 40 additional station break appeals. We sandwiched in personal appearances climaxing the drive with a big induction ceremony on the air. And during all that excitement we never missed a sponsor. General Foods and its agency, Benton and Bowles, another 20 subscriptions to PRINTERS' INK, heard their famous Baker's Chocolate mentioned right on time. Now, Harry, have you anything to add?

Just this, Margaret. In most of the firms who sponsor your program and in all the agencies who place this business, the men who are interested in advertising read PRINTERS' INK . . . and now this is Harry Marble and Margaret Arlen saying good-bye everyone.

More than 15,000 PRINTERS' INK *subscribers build, approve and spend the bulk of the nation's advertising appropriation. Maybe that's why P. I. advertised stations and networks are usually remembered best and used most. It is one of the important reasons why these stations* ***buy P. I. first.***



PROGRAMS

VARIATION of the usual small station pattern of record-spot type of programming is now being used by WWDC Washington in the Monday through Friday 9 a.m. to 1 p.m. period. Built on the participation principle, the format consists of a variety of changing stunt and idea program periods. Time is sold on both participating and block basis to a wide variety of sponsors and commercials fitting directly into the continuity as part of the show or entertainment.

One current feature is an announcing audition period which uses regular commercial copy written by a listener entered in the commercial writing contest, another feature. Other periods include studio audience game and quiz session, an inverse auction from the store of a sponsor, patriotic theme stunts and similar listener participation variations. Nominal awards totaling $200 per week are given by WWDC in the various activities.

New WNEW Programs

WNEW New York is making adjustments and additions in its summer program schedule to compensate for loss of several winter programs with the end of the big theater and music season. New programs include "Victory Playhouse", weekly half-hour repeats of war theme shows broadcast on other stations or networks, including monthly selections of the Writers War Board, and Arch Oboler shows. Another is "WNEW Family Album", weekly quarter-hour interview with staff members and artists. A third is "Ask Washington", half-hour show prepared by the accredited press agency of the same name, and which offers to secure for listeners official answers from the White House and other sources on various questions. Station's previously announced tribute to the 25th anniversary of radio, a series titled "Radio Around the World", starts May 1 and presents each week a view of radio operations of different countries.

Love-Lorn Forum

ONE LONE man guest-stars weekly on the new Mutual half-hour "Round Table of Romance", forum on the problems of the love-lorn. Elissa Landi, stage and film star, conducts the discussions with Florence Pritchett, New York Journal-American fashion editor; Robin Chandler, director of the Powers Model School; Dorothy Kilgallen, Broadway columnist, and Eloise McElhone, OPA food division supervisor, participating.

Growth of Industry

PART played by private enterprise in the growth of Canadian business and industry is told in a series of weekly plays "Salute To Industry" heard on CJOR Vancouver. A sustaining program, firms saluted are not asked to sponsor the programs, leaving construction of the program free from any influence. Local as well as internationally known firms are dramatized.

Aid For Veterans

WRVA Richmond has started a new public service series "Veterans, Here's How" to aid returning veterans of World War II. Broadcast Sunday 1:30 p.m., program features Leslie Jones, director of the Veterans Information Service Center in Richmond, who asks typical questions which are answered by citizens interested in the fields to which questions apply.

WSUN Disc Service

WSUN St. Petersburg in its "Hats Off to the Eagles" program transcribes an interview with a soldier and forwards it to a station in the soldier's home area as a special service. WSUN asks that the station forward transcription copy to the next of kin following rebroadcast.

Veterans' Program

WWJ Detroit is featuring Louis Tendler, news analyst, Saturday 6 p.m. on "Veteran's Advisor" to help returned servicemen.

Training School Standards Are Drawn For College Radio Journalism Courses

MINIMUM standards for education for radio journalism to guide colleges and universities offering courses in broadcasting news room practice have just been issued by the Council of Radio Journalism.

Five general principles are presented in a letter mailed to schools and departments of journalism by Arthur Stringer, Council secretary.

Principles included are: 1. sound general education; 2. student understanding of importance of radio as a social instrument and its relationship to government, industry and the public; 3. training of professional quality in the skills of radio journalism; 4. teachers equipped by practical experience, education and understanding; 5. access to adequate laboratory equipment and library and other facilities.

Each principle is explained in detail in the letter.

Formulation of the standards is the outgrowth of a joint action by the NAB and the American Assn. of Schools and Depts. of Journalism forming the Council of which F. S. Siebert, director of the School of Journalism, U. of Illinois, is chairman. A standards committee was named with Mitchell V. Charnley, professor of journalism, U. of Minnesota, chairman. This group drew up the "standards" which have been approved by the council.

Lever Video Formula

LEVER BROS. Co., Cambridge, started a new series of video programs, *I Challenge You*, April 25 in the company's regular *Wednesdays at Nine* spot on WABD, DuMont station in New York. Program, originated by Joe Cross, creator of *What's My Name*, and G. Bennett Larson, manager of WWDC Washington, invites the audience to send challenges to the program in whatever field they wish; the programmers find opponents and the competition is telecast, John Reed King's *Thanks for Looking*, in which viewers are phoned and asked visual questions via their receivers, continues as the second half of the Lever Bros. weekly hour on WABD. Programs are supervised by Lee Cooley, director of television and daytime radio for Ruthrauff & Ryan, New York, Lever Bros. agency.

BILL STERN tells one of his famous sports stories to audience prior to broadcast of his "Sports Newsreel of the Air" program which originated from Station KOA.

BILL STERN, FATHER FLANAGAN of Boys Town, and ELLSWORTH VINES who appeared as guests on "Sports Newsreel" broadcast from Denver.

BILL GAVE US A "STERN" TEST...

BILL STERN interviews Lou Wilkie, national chairman, AAU Basketball Committee, between halves of final game.

BILL STERN came to Denver recently to broadcast the 38th Annual National AAU Basketball Tournament, sponsored locally on KOA by the Dave Cook Sporting Goods Company.

While in Denver, Colgate's NBC program "Sports Newsreel of the Air" starring Bill Stern, originated at KOA.

"Superb" was the word voiced by Stern for KOA's part in the production of this top-flight show. "Superb" was the word, too, for Stern's play-by-play account of the AAU tournament games.

Yes, KOA was given a stern test and came through with flying colors. Further proof that in Denver KOA leads in every way.

BILL STERN broadcasting National AAU Basketball Tournament in Denver.

IN DENVER—KOA GIVES YOU MORE THAN THE OTHER FOUR

POWER	50,000 Watts
PROGRAMS	Top NBC Shows
COVERAGE	Denver and the Mountain and Plains States Region
LISTENER LOYALTY*	59% to 79% in seven of Colorado's Largest Cities
DEALER PREFERENCE**	68.8%

*NBC Survey "1077 Cities"
**Hooper-Federal Survey

FIRST in DENVER
KOA
50,000 watts 850 KC
Represented by NBC SPOT SALES

INTERESTED IN

Partici

Sunrise Special

Music, Weather and Time

6 to 7 a. m. Daily

Wake up and Live

Lively Transcriptions and Time Announcements

7 to 8 a. m. Daily

Daily Hit Parade

Cincinnati's Biggest-Selling Records

4:30 - 5 p. m. Daily

XUM

...ation?

Olive Kackley

WCKY's
Women's Commentator
8:15 - 9 a. m. Daily

Theodore Hahn, Jr.

and the
WCKY Orchestra
Twice Daily

WCKY

50,000 WATTS

THE *L. B. Wilson* STATION CINCINNATI

XUM

The Real Issue

LAST WEEK this journal stated rather plainly its feelings about the Leonard Reinsch fiasco.

We said that Leonard Reinsch had been occupying the White House press and radio secretary's job and that his formal appointment to the position was thwarted as a direct result of pressure brought to bear by certain Washington newspapermen and ex-newspapermen.

The fact that Mr. Reinsch did not get the job was not so much a rebuke to him as it was a body blow to the broadcasting art itself.

Before news of Mr. Reinsch's revolving-door experience at the White House had died down, however, radio learned that it had not been invited by the War Department to participate in a joint press-Congress inspection of Nazi horror camps.

Officials at the War Department, in this instance, explained the matter by saying that other radio newsmen now are on tour in the ETO. So are other newspapermen.

It is incontrovertible that broadcasting, a legitimate and powerful news medium, got the brushoff. Whether this is by design or by oversight does not alter the consequences. If it is by oversight, somebody should buy the responsible party a pair of bifocals—and a radio receiver. If by design, then it's time to make a few changes.

We do not intend to engage in an altercation with any individual. Charles Ross, who succeeds Leonard Reinsch who succeeded Jonathan Daniels who succeeded Steve Early at the White House, is a perfect gentleman, an able newsman, a capable administrator. He will be fair to radio.

The newspaper for which he has been a correspondent and editor these many years, the *St. Louis Post-Dispatch*, indeed owns a broadcasting station—KSD. We doubt, as a matter of fact, whether Mr. Ross wanted the job any more than Mr. Reinsch wanted it.

But the light-fingered manner in which Mr. Reinsch was dribbled across the floor, only to be thrown into the bleachers instead of into the basket, is an affront to broadcasters everywhere. The fact that a plane sufficient to carry a score of newspapermen to the ETO did not bear one radio newsman also is something more than an oversight.

It is time, and past time, that broadcasters asserted their hard-won position in the news field more militantly. There was a time in our history when newspapermen had to do the same thing. The current trend, consequently, does not make history. It repeats history.

It behooves the nation's press to recognize radio not as an interloper or an upstart, but as a full-grown news contemporary. Radio should have adequate facilities for reporting news in official quarters. Radio is entitled to equal consideration at the White House, in all Government agencies, military as well as civil.

To the extent that it does not have such recognition, freedom of speech and of the press suffer.

Question-Box

SOME BROADCASTERS have been concerned about the possible doubling up of television and FM on the same frequencies, which would permit aural FM transmission when the video signals were off. FCC Chairman Porter has dispelled all doubt on that score in response to an interested broadcaster—A. J. Mosby of KGVO Missoula, Mont.

Television channels, when the assignments are established under the upcoming allocations, Mr. Porter states, will be used for television. And the facilities provided for FM will be used for that service to the fullest extent possible.

The FCC, we think, is on sound ground. It is helpful to all interested in both services to have the issue clarified now. If the Commission had been disposed to permit the dual operation there would have resulted an extravagant use of scarce facilities. FM, as Mr. Porter points out, uses only a 200 kc. channel width even with wide band transmission. Television is a road hog, using a 6,000 kc band.

Even more onerous would have been the threat to standard and prospective FM broadcasters. Dual use conceivably would enable television broadcasters to devote a minimum of time to the video art, filling in with aural transmissions on the sound track as they saw fit. Such operation might have hindered the development of both FM and television.

The FCC, we feel, has made a good start in clarifying this point, and broadcasters are indebted to Mr. Mosby for raising the question. There are other questions which remain unanswered, however. Will dual operation of FM and AM in the same community ultimately be construed as "duopoly" by the Commission? What about television service under the same ownership? Will the Commission authorize transmission of regular AM programs over FM facilities? To encourage development of these new services, the answers should be obvious. But the FCC hasn't yet spoken.

They Want It With

AMERICAN fighting men overseas still are devoted to the American system of broadcasting—and they want it with commercials. Extensive programming experiments conducted by those in charge of various Service outlets around the world have found this to be true.

There is published in this issue an interesting article by Maj. Spencer M. Allen, chief of the Armed Forces Radio Service in the South Pacific, in which he notes that the American form of broadcasting is the only one the soldier-listener wants to hear.

Last week we carried a report, quoting Eleanor Merriman, a Red Cross worker on an Army Hospital Ship, that the wounded veterans aboard desired their broadcasts "sponsored", not sustaining.

In England, where the American Forces Network can be heard by many British residents, some 5,000,000 of them have turned from the BBC to hear American radio fare.

There are many, many other examples of American radio's superiority—case histories in the files of this magazine which space will not permit us to publish. But they prove beyond doubt that the formula is right. It should be free radio's aim to strive always toward even better programming. It has the public, here and abroad, behind it.

Our Respects To -

CAPT. CHARLES WILLIAM HORN

TYPICAL of Charlie Horn's method of operation is the story he tells on himself about the arrangements for one of the first broadcasts from the Vatican in 1929. He was at NBC's New York studios talking to Marconi in Rome, getting the proposed timing. Loud speakers at both ends of the shortwave circuit were on so that men in the New York and Rome studios could hear the conversation.

"At 9:01 the silver trumpets blow," said Mr. Horn.

"That's right," Senator Marconi answered. "At 9:02 the Pope shows up."

The circuit went dead.

Charlie Horn began shouting into the microphone trying to get Marconi again. After a few minutes of dead air he returned, against a background of subdued snickering from Rome.

"What's wrong?" queried the puzzled Mr. Horn. "What did I say?"

"Well, it wasn't really wrong," Senator Marconi said, "but you put it in a rather quaint way. We would say 'His Holiness attends'. Of course, Mr. Horn, you're a New Yorker."

That same simplification of the complicated, the refusal to be awed by anything or anybody, still characterizes Capt. Horn. Just promoted to that rank in the Naval Reserve, Capt. Horn is assigned to headquarters as a special assistant to the Director of Naval Communications, working in the field which he practically put into operation, international communications.

The youngest looking "oldest man in broadcasting", Capt. Horn was born in New York City July 9, 1894. His first job was with Western Union, so that he could learn Morse Code and communicate with a friend who had moved from the neighborhood.

Through his code knowledge, Charlie Horn became a radio operator with a merchant line when he was 16, sailing to tropical places most boys just dream of.

In 1917 he was commissioned in the Naval Reserve and was made assistant district communications supervisor for the Third Naval District. From 1919, when he went on inactive status, until 1929, he was with Westinghouse.

While with that firm he was responsible for the planning and set-up of Westinghouse's KDKA Pittsburgh, pioneer radio station.

As manager of radio operations in charge of broadcasting stations and later assistant to the v-p of Westinghouse in charge of engineering and production, Capt. Horn arranged many of the "firsts" of broadcasting. He han-

(*Continued on page 44*)

THE OUTSIDE* IS DESIRABLE

on the Pacific Coast, too!

***Half of all the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located**

You're luckier than the kid in the picture—the "outside" (on the Pacific Coast) is available to you right now *if you use Don Lee.* For only Don Lee covers this over-2-billion-dollar-market.

A map will show you the reason. Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't work. Don Lee, however, with 39 local stations, *broadcasts from within* each of these mountain-surrounded markets.

A special Hooper coincidental telephone survey of 276,019 calls (the largest ever made on the Pacific Coast) revealed that 60% to 100% of the "outside market" listeners were tuned to Don Lee stations.

In the regularly-Hooper-rated cities of the "inside market" Don Lee's coverage is tops, too. Hooper reports show that during the past year all of the shows that switched from any of the other 3 networks to Don Lee received higher Hooper ratings within 13 weeks!

The *outside* market is plenty important on the Pacific Coast. Make sure you include it in your schedule—buy Don Lee, the only network that delivers *both* markets of the Pacific Coast!

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

83
rating!
More Listeners
Than The Next 3
Stations Combined!

AVAILABLE FOR SPONSORSHIP

LEIF EID
NEWS
COMMENTARY
6:05 to 6:15 P. M.
Monday thru Saturday
(following Esso News)

FIRST in WASHINGTON
WRC
Represented by NBC SPOT SALES

Our Respects to

(*Continued from page 42*)

dled engineering on the first broadcasts of a World Series, the first remote studio broadcast, church service, tennis match, opera and countless "firsts" in special events. He says he introduced frequency modulation to broadcasting by modulating KDKA on occasion, until the listeners complained. This was about 1923 before FRC or FCC.

He was the first man to operate two stations on the same frequency under exact control (synchronization). They are WBZ-WBZA Boston-Springfield. And thereby hangs a tale. Westinghouse's WBZA in Springfield was the first of the two. The lack of talent in Springfield necessitated sending most of the entertainment by wire from New York. And this, in 1923 or '24 before the days of networks. Because of the unusual absorption characteristics of New England, the WBZA programs were not reaching Boston. The talent objected.

So Charlie Horn built a "booster" at Boston. Competitive broadcasting companies objected. They had an agreement in those days not to "outdo" each other in number of stations. "But," Capt. Horn still insists innocently—with a certain twinkle, "that wasn't another station, it was a 'booster'." So he had to develop synchronizing to prove his contention. It later became WBZ Boston.

In 1929 Capt. Horn went to Europe to organize experimental shortwave stations for international broadcasting. Westinghouse had already been working with the establishment of shortwave stations in Manchester, England; Buenos Aires and Melbourne. Charlie Horn had been in close contact with these stations, and their early experiments as well as with the BBC, the German Rundfunk and the Phillips Co. in Holland.

When he returned he was made general engineer of NBC, still working with H. P. Davis of Westinghouse who was also chairman of NBC.

He was among the first to take field strength measurements, doing much to standardize and refine engineering of field strength measurements upon which are based all FCC allocations as well as directional antenna design.

Video Pioneer

In charge of NBC's television development, arranging for the first UHF video station atop the Empire State building, Capt. Horn conducted some of the first experiments and measurements of the medium. He set up the first relay station for television at Mt. Arny, N. J., in 1931.

When he resigned from NBC in 1941 he was assistant to the v-p and director of research and development. For two years he was technical advisor to Maj. Gen. William J. Donovan at the Office of Strategic Services in a civilian status, then was called to active duty with the Navy in July 1943, with rank of commander, as special assistant to Adm. Redman.

During his career he has attended many conferences and hearings on national and international conventions all over the world, and has been instrumental in shaping their courses.

He is a Fellow of the Institute of Radio Engineers, Fellow and past president of the Radio Club of America, past president of the New York Electrical Society, honorary member of the Princeton Engineering Society, and had the honor of giving the Cyrus Fogg Brackett Lecture on broadcasting, at Princeton.

Traveling is one of his favorite pastimes and he's done a lot of it. In fact he expects to spend much of his time in Latin America after the war, perhaps in broadcasting.

At present he is greatly interested in solo flying. Speaking of soloing, Capt. Horn in unmarried.

FALSE ADVERTISING CHARGED TO PHILCO

MISREPRESENTATION in radio and other advertising of power, reception capacity and tube content of receivers made by Philco Corp. and Philco Radio & Television Corp., Philadelphia, was charged in a complaint issued last week by the Federal Trade Commission.

According to the complaint, Philco represented and caused its dealers to represent that its sets are equipped with either 5, 6, 8, 9, 10, 11, or 12 fully functioning tubes and will bring in broadcasts from European stations five times easier, stronger and clearer than sets not so equipped.

"The sets so advertised," FTC charges, "contain one or more ballast nonfunctioning, tuning beacon tubes or rectifier tubes which do not perform any recognized and customary function of a radio tube in the detection, amplification and reception of radio signals and will not bring in broadcasts from Europe five times easier."

Philco Corp. is named as owning a majority of the stock in Philco Radio & Television and managing, directing and controlling its affairs. The companies are granted 20 days to answer the complaint.

1 CHOICE IN CHATTANOOGA IS
WDOD
CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES
first IN (1) AUDIENCE, (2) PUBLIC SERVICE, (3) RESULTS

KFBC
CHEYENNE
WYOMING
HOME OF
FRONTIER DAYS
"THE DADDY
OF 'EM ALL"
BLUE NETWORK
REPRESENTED BY RAMBEAU

To report the San Francisco Conference to the most people

MUTUAL MAKES THE MOST OF A GREAT RADIO ASSET...

One of radio's greatest assets is its ability to keep regular appointments with millions of listeners at fixed hours, day after day. This consistency is what builds tune-in habits and helps explain the medium's effectiveness.

Mutual is putting this asset to work in its coverage of the World Security Conference in San Francisco, starting April 25. To present this history-in-the-making as a regular program feature, rather than a random-scheduled "special event", we have cleared the 9:15-9:30 period, five nights a week, for the duration of the Conference.

Five nights a week, in the heart of the nation's radio evening, Mutual's Conference Highlights will immediately follow Gabriel Heatter, who consistently musters the nation's largest news audiences at the Mutual point on the dial.

Direct to conference headquarters in San Francisco, Mutual has sent a complete staff of ace analysts, including Leo Cherne, Upton Close, Arthur Gaeth, Alexander Griffin, Royal Arch Gunnison, William Hillman, Charles Hodges, Elsa Maxwell, and Edgar Ansel Mowrer.

We believe this regular Conference programming . . . plus other planned features and flash news as it occurs . . . will enable us to keep an all-important appointment with a maximum number of American listeners.

THE MUTUAL BROADCASTING SYSTEM

In The Groove

It didn't just happen. We spent time and money learning what they wanted—and that's what we give them. Most people in our area prefer WAIR, a fact that a trial should prove.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

WINN

LOUISVILLE

CHNS

HALIFAX
NOVA SCOTIA
The Busiest Commercial Radio Station of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

MANAGEMENT

MARK ETHRIDGE, publisher of the Courier Journal and Louisville Times, which operates WHAS, and **STANLEY HUBBARD**, president and general manager of KSTP St. Paul, were among recent White House callers who paid their respects to the new President.

NEVILLE MILLER, former president of the NAB and deputy chief of UNRRA Balkan Mission, returned to his home in Washington last week after 10 months abroad. He lunched with FCC Chairman **PAUL A. PORTER** April 24.

DALE TAYLOR, manager of WENY, Elmira, N. Y., is the father of a girl.

JOHN COHAN, formerly with Smith and Bull Adv., Los Angeles, is now manager of KRRV Denison, Tex., replacing **B. V. HAMMOND Jr.**, on leave in the armed service.

ANTHONY M. QUINN, auditor of Don Lee Broadcasting System, Hollywood, has been named secretary-treasurer and elected to network's board of directors. He succeeds **E. W. BOLTER**.

WM. A. SPEERS, manager of CKRM Regina, is recovering from an appendectomy.

HUGH TERRY, KLZ Denver manager, is new president of the Denver Rotary Club.

Reynolds Heads SCBA

ROBERT O. REYNOLDS, vice-president and general manager of KMPC Hollywood, was elected president of Southern California Broadcasters Assn. at a luncheon membership meeting in Los Angeles on April 20. He succeeds Lawrence W. McDowell, commercial manager of KFOX Long Beach, Cal. Lee F. Wynne, commercial manager of KGER Long Beach, Cal., was named secretary-treasurer. Organization includes 30 Southern California area stations and the four major networks. Betty Reisa continues as SCBA office manager.

Mr. Reynolds

Detroit Ad Course

DETROIT stations, newspapers and the local Retail Merchants' Assn. are offering a six-week course on "Retail Advertising Techniques", given in the studios of WWJ, April 10-May 15. Two of the six meetings are on radio and the retail trade. Both radio meetings are led by Edwin K. Wheeler, WWJ assistant general manager. Harry Bannister, WWJ general manager, Owen F. Uridge, WJR assistant general manager, and Richard W. Jones, CKLW commercial manager, were included in the first discussion. The second featured Lawrence J. Michelson, of Simons-Michelson Agency and Charles G. Burke, WXYZ commercial manager. The lecture series is put on through the cooperation of WWJ WJR WXYZ CKLW, local papers and retailers.

AN ANNUAL license fee of about $2.95 has been levied, with certain exceptions, on radio receiving sets in Angola, Portuguese colony in West Africa.

CELEBRATING 16 years in radio are Frank E. Fitzsimonds (l), manager of KFYR Bismarck, N. D., and Fay Brown, N. Dak. State Basketball Tournament announcer. Until four years ago Mr. Brown was on KFYR staff. He returns to cover the tournament.

FRIEDHEIM HEADS RECORDING FOR NBC

ROBERT W. FRIEDHEIM, formerly eastern sales manager and business manager of NBC's Radio Recording Division, has been appointed to the new post of manager of the entire division, heading a series of personnel changes and additions announced by C. Lloyd Egner, vice-president in charge.

Henry P. Hayes, who was office manager, becomes business manager of the division under the new alignment. William R. Seth Jr., promotion and advertising director, takes full charge of the promotion activities, succeeding Willis B. Parsons, who is now assistant sales manager.

Wade Barns, formerly a field representative, has been named assistant to Mr. Parsons, and John Keck, previously an announcer at WCAE Pittsburgh, has been added to the sales staff. George Stevens, Chicago market editor for UP from 1938 to 1940 and subsequently manager of Eagle Lock Co., Terryville, Conn., succeeds Mr. Hayes as office manager of the Radio Recording Division.

C. A. Fleming

C. A. FLEMING, 88, president of CFOS Owen Sound, Ont., and the Fleming Pub. Co., Owen Sound, and affiliated with CKFS Cornwall, Ont., died April 19 after an illness of two months. He is survived by three sons and four daughters.

DR. JOHN GRAY PEATMAN, associate professor of psychology, City College of New York, and Tore Hollonquist, chief of the CBS program analysis division, are co-authors of a phychological monograph on analysis of listener attitudes toward radio programs through use of the program analyzer developed by Frank Stanton, CBS vice-president, and Paul Lazarsfeld, radio research authority. Monograph was published by Stanford Universiay Press for the American Assn. for Applied Psychology.

COMMERCIAL

LOREN C. SURLES Jr., formerly on the sales staff of WFBR Baltimore, to Blue-ABC cooperative program department as sales account executive.

SIDNEY GAYNOR, general sales manager of Don Lee Broadcasting System, Hollywood, has been elected to the board of directors of Hollywood Rotary Club.

HENRY GERSTENKORN, assistant general sales manager of Don Lee Broadcasting System, Hollywood, has been named radio director of War Finance Committee for southern California area during Seventh War Loan.

DUNCAN A. SCOTT & Co., station and magazine representative with offices in San Francisco and Los Angeles, has resigned as Pacific Coast division of Joseph Hershey McGillvra Inc. effective May 15. Firm will become West Coast representative for Adam J. Young Jr. Inc., newly formed station representative with headquarters in New York.

RICHARD F. KOPF has been named manager of the Paul H. Raymer Co. Chicago office succeeding **WALTER TENNEY**. With the station sales representative for seven years, he is a brother of **HARRY KOPF**, vice-president of NBC central division, Chicago.

EDWARD D. HOFFMAN, formerly on the accounting staff of Price, Waterhouse & Co., New York, has been appointed comptroller of WLIB New York.

CJIC Sault Ste Marie, Ont., has appointed Joseph Hershey McGillvra Inc. New York, exclusive representative in the U. S.

FREE & PETERS, station representative, May 15 opens a new office in Detroit at 947 Penobscot Bldg., to be headed by **W. W. BRYAN**.

A. J. VICTOR, released from the Army and former account executive of KGFJ Los Angeles, has joined KPAS Pasadena as account executive.

Martin R. Karig Sr.

MARTIN R. KARIG Sr., 71, founder and former majority stockholder of the Community Broadcasting Corp., licensee of WALL Middletown, N. Y., died April 17 at his home in Livingston, N. J. He is survived by his wife, a daughter and four sons.

INDUSTRIAL SURVEYS Co. of New York and Chicago, will establish a separate radio division under Gordon F. Buck, vice-president, who will also head both New York and Chicago client service and production departments of the new radio division. The company, which recently completed a radio survey in Puerto Rico, plans to expand its audience measurement work in foreign countries.

In Southern New England People are in the Habit of Listening to WTIC

WTIC 50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation • Member of NBC and New England Regional Network • Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood

The Latest Boston Hooper survey proves that WORL is BOSTON'S BEST DOLLAR BUY* with RATINGS SECOND in BOSTON

for example—

* SEE RATE CARD

LOCAL TIME	STATION A	WORL	STATION C	STATION D	STATION E	STATION F	STATION G	
1:15 P.M.	5.8	2.2	2.1	1.8	1.4	0.7	0.3	
3:45 P.M.	4.8	3.4	1.4	1.4	1.4	0.9	0.1	
4:30 P.M.	5.2	2.8	1.8	1.1	1.1	1.1	0.3	

2ND IN BOSTON

WORL

THIS LITTLE BUDGET WENT TO THE "920 CLUB"

Miss Edna Erickson
McCann Erickson, Inc.
Chicago, Illinois

Dear Edna:

Sometimes folks feel sorry for a feller like me 'cause they think I miss all the excitement of working at a radio station. "Look at Poor Algy," they say, "sweeping and leaning on that old broom of his—that's all he does." Well, you know, those folks aren't TOO smart, even if they have built WCHS into such a fine station with lots of listeners. They forget that being Algy gives me a chance to sit at the boss's typewriter these warm Spring nights and write to a girl like you. I've got another gal now, too. A soldier in a camp out west wrote me that I looked just like his uncle and he sent me the name of a girl here in Charleston to look up. 'Course she probably wouldn't even look at an old codger like me but it's Spring, and I can dream, can't I?

Yrs.,
Algy

WCHS
Charleston, W. Va.

MANY DIVERSIFIED INDUSTRIES

Shown above are two nationally famous products manufactured in TRI-CITIES . . . footwear by Servus Rubber Company and laundry equipment by American Machine and Metals. In all, TRI-CITIES has more than 150 diversified industries . . . an important factor for STEADY GROWTH.

So plan to capture this prosperous urban market of 200,000 population by using this popular, right-at-home "salesman"—

WHBF
ROCK ISLAND-MOLINE, ILL. DAVENPORT, IA.
1270 KC 5000 WATTS
BASIC MUTUAL NETWORK
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l Representatives

PRODUCTION

CAPT. EDMUND ABBOTT, former CBS producer-director who was assigned to the Command Section Headquarters, AAF Radio Section, has gone on inactive status and is expected to return to commercial radio.

BERT SHEFTER, pianist, conductor and composer, joins WINS New York May 6 as musical director. His assistant will be **JACQUES FRAY.**

DOLORES CUNNINGHAM of the production department of CKEY Toronto, has been married to Earling Hansen, radio officer in Norwegian Merchant Marine.

BILL BALDWIN, former Blue Network war correspondent incorrectly reported April 9 to have joined KPO San Francisco as announcer, is freelancing and lecturing on the West Coast. He returned the first of the year from assignment in the Pacific theater.

HARRY M. BRAWLEY, former educator and conductor of WCHS Charleston programs simplifying for high school students the issues before the San Francisco conference, has been named director of public service for the West Virginia Network. He will assume his new duties Sept. 1.

JIMMIE GREGORY, formerly of WDSU New Orleans and WDNC Durham, N. C., to WAGA Atlanta as announcer.

SGT. LEO KAYE, script writer of the American Forces Network, returns to this country after 5½ years service overseas, first with the Canadian Army and later with U. S. forces. He is on temporary duty and expects to go to the West Coast in a few weeks. He entered Paris with **CHARLES COLLINGWOOD,** CBS, and other network correspondents, and participated in radio coverage of its fall.

PEGGY WHEDON, former assistant to **RAY NELSON,** radio and television chief of Charles M. Storm Co., New York, has joined WNEW New York as assistant to the program director.

DOROTHY KEMBLE has resigned as manager of the continuity acceptance department of Blue-ABC.

BARBARA BENSON, former head of the record department of WMCA New York, has written a book "Music and Sound Systems in Industry" to be published in May by McGraw-Hill Co., New York.

GILBERT STANLEY, announcer formerly with KQW San Francisco, OWI, KFOX Long Beach and KXO El Centro, Cal., has joined WLIB New York.

FLORENCE SCHNEIDERMANN, formerly on the staff of the National Conference of Christians and Jews and the Child Study Assn., joins WLIB as script writer.

EDWIN HALBERT, former program director of WIP Philadelphia and previously with WTAR WARM WKBN, has been named assistant director of network operations at CBS, reporting to **HORACE GUILLOTTE,** manager.

ACA, WIP Contract

AMERICAN Communications Assn., CIO, has negotiated a contract with WIP Philadelphia, calling for five-day work week for all classifications and salaries of $45 to $82 weekly for technicians, $30 to $46.50 for general utility men, $24 to $35.50 for pages or porters, with automatic increases of $1.50 each six months. Announcers, in addition to scale of $36 to $62 weekly, are to receive commercial fees ranging from $1 for a five-minute show to $3.50 for a 60-minute program, a fee of 5% of the net for participating or service shows, stand-by fees, etc. ACA estimates that "the average earnings for announcers will be well over the $200 mark per week." All wage increases are retroactive to July 17, 1944 and subject to NWLB approval.

PVT. SLOAN G. FINLEY, former WMC Memphis announcer, is with American Forces Network in London as announcer.

SGT. VARNER PAULSEN, former WIP Philadelphia production manager, is in the same post with American Forces Network in London.

HOMER CANFIELD, assistant manager of NBC Hollywood press department, has been appointed network western division production manager effective May 1, succeeding **HOWARD WILEY,** transferred to Hollywood production staff.

PAT KELLY, from KFRC San Francisco as production manager, to KFI Los Angeles as writer-producer. Temporary successor is **DON DAVIS,** chief announcer.

MELVIN C. MASS, new to radio, to NBC central division sound effects department.

JACK WILLIAMS, KOY Phoenix program director, is the father of a boy.

JOHN CORBETT, released from the AAF, to WFBL Syracuse as announcer.

CHARLES WRAY, released from the Navy, to WCHS Charleston, W. Va.

RALPH SCOTT, from WLW Cincinnati, and **GREGORY ABBOTT** and **JOE BOLTON,** formerly with WOR New York, to WNEW New York as announcers.

JIM HENDRIX, WSM Nashville announcer, is now at Great Lakes Naval Training Center.

GEORGE M. HUNTER, released from Army Special Services and formerly with WBAB Atlantic City, to WWJ Detroit as announcer.

CARLETON W. COLLIN, in charge of informational and educational activities for Michigan State AAA Committee, has been appointed director of farm service for WKZO Kalamazoo.

FRANK KOZELUCH has joined KWG Stockton, Cal., to handle agricultural and farm service programs.

JOHN BRADY to WPEN Philadelphia as script writer.

GORDON TUELL, KIRO Seattle announcer, is the father of a girl.

Sarnoff Booklet

WHAT RADIO offers the career-searching veteran is outlined in a booklet, "Opportunities in Radio and Electronics for Returning Service Men," written by Brig. Gen. David Sarnoff, RCA president, and released last week by RCA. Declaring that the advent of television "promises some of the most interesting opportunities ever available to a returning warrior seeking a useful career in peace," Gen. Sarnoff also points out that "television is not all there is to radio today, any more than broadcasting was the limit of radio in 1920. There are endless opportunities for radio research and for exploring in space," he continues. "The 'ether' is still quite a wilderness."

Writers' Guild Meet

THREE regions of the Radio Writers' Guild will hold their second semi-annual meeting of the National Executive Council in Chicago May 23. Chief subject will be the coming negotiations for a national basic minimum agreement for freelance writers.

Lt. Hoffenberg Heads London Office of AFN

LT. KARL HOFFENBERG, formerly with WGN Chicago, is new head of American Forces Network, London, filling the vacancy created by the elevation of Lt. Col. John S. Hayes to the associate directorship of the Troop Broadcasting Service.

Lt. Hoffenberg at AFN Mike

SHAEF and the promotion of Major Bob Light to the chief executive post in Paris.

Lt. Hoffenberg, program director since 1943, now supervises AFN's activities from London to the troops in the United Kingdom and the Continent.

He arrived at AFN on the day of its inception, July 4, 1943, and has played an important part in its growth. Staff Sgt. Harry Lytle, formerly with WBNS Columbus, takes over Lt. Hoffenberg's post as program director.

KHMO Covers

KHMO Hannibal, Mo. gave complete coverage of the tornado which struck parts of Missouri and Illinois, doing $150,000 worth of damage. Using information from telephone messages and AP, KHMO gave listeners news of the situation from 5:30 a.m. when the station went on the air until the emergency was over. A special on the spot broadcast was carried from the radio room of the Police Dept. in the City Hall, with an appeal from the mayor for trucks to clear debris, and directions to those helping. Response was immediate, and KHMO was credited with being largely responsible, through its broadcasts, for the quick help.

In the **UTAH** *market*

KDYL
SALT LAKE CITY
UTAH'S NBC STATION
JOHN BLAIR & CO. National Representative

ANOTHER PACKAGE DEAL

Here's your opportunity to get radio's hottest trio doing 78 of the most popular tunes—many with the sensational Ida James as vocalist. There are eight sixteen-inch, 33 1/3 rpm, double-faced transcriptions in this album. You can NOW get these discs at $75.00 for the whole group.

Personal Management
CARLOS GASTEL

LEADING TUNES—Including—

IS YOU IS? OR IS YOU AIN'T MY BABY • BESAME MUCHO
KNOCK ME A KISS • SHOO SHOO BABY • SPEAK LOW
THIS'LL MAKE YOU LAUGH • SOLID POTATO SALAD
I REALIZE NOW

$75.00 FOR COMPLETE ALBUM

C. P. Macgregor

729 SOUTH WESTERN AVENUE • HOLLYWOOD 5, CALIFORNIA

WIND
CHICAGO
5000 WATTS 560 KC
Tops on the Dial
THE ONLY CHICAGO STATION WITH 24 HOUR NEWS SERVICE
UP—PA—INS
EXCLUSIVE
CHICAGO BEARS FOOTBALL
EXCLUSIVE
BLACK HAWKS HOCKEY
EXCLUSIVE
24 HOURS NEWS SERVICE
EXCLUSIVE
CHICAGO CUBS BASEBALL FOR 1945
National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Y & R COMPLETES RADIO RESHUFFLE

COMPLETING the reorganization of its radio division begun last fall, Young & Rubicam last week appointed four executives as program managers "to provide closer coordination between the division and other branches of the agency, and more thorough supervision of each radio show."

Program managers are Joe Moran, who continues as associate director of the division but is being relieved of his previous assignments to devote full time to developing the new system of administration; Max Wylie, George McGarrett and William Forbes. Mr. Forbes continues as manager of the television and research sections of the agency's radio division.

Y&R also announced the appointments of Ed Duerr, formerly a production supervisor, as manager of radio production; Alexander Stronach Jr., formerly talent supervisor, as manager of the talent department; and of Glenhall Taylor, since 1942 acting head of the agency's Hollywood radio office, as associate director of the radio division.

Gordon D. Cates, vice-president and general manager, heads the administration of the division. The production operation is under Harry Ackerman, vice-president. John Swayze is manager of the radio commercial department; Carlos Franco, associate director of the division, is chief of station relations; Jack Barry operates the division's motion picture section.

Cabrera to Mathes

RAY CABRERA, formerly a brand manager of Carter Products Inc., New York, where he supervised advertising for Carter's Little Liver Pills and Hush, has been named vice-president and account executive of J. M. Mathes Inc., New York. Phillip Richardson, promotion manager for Teel and Drene at Procter & Gamble Co., Cincinnati, joins Carter as brand manager in June, with products still to be assigned. C. E. Douglas is brand manager for Arrid.

McCord Name Change

McCORD Co., Minneapolis agency, will be known as Melamed-Hobbs effective May 1. Louis Melamed has been president and treasurer of McCord and R. W. Hobbs account executive. Agency opened a Chicago office last week headed by F. Clifford Estey [BROADCASTING, March 26] at 333 N. Michigan. Telephone: State 9522.

UTAH BROADCASTING Co., owners and operators of KUTA Salt Lake City, has changed firm title to Utah Broadcasting & Television Co. Experiments in television are being conducted, and architect's plans have been completed for television studios in KUTA's new building. Construction is to start soon.

QUARTER-HOUR show, "Musical Scoreboard", conducted by Bill Anson for the 1945 baseball season on WJJD Chicago and WIND Gary has been started under sponsorship of Atlas Brewing Co., Chicago. Agency is Olian Adv., Chicago.

BABY SNOOKS (alias Fanny Brice) cuts up for "company", in this instance (l to r): William C. Gittinger, CBS vice-president in charge of sales; William R. Baker Jr., vice-president of Benton & Bowles, agency handling account of General Foods-Post Toasties, sponsor of *Toasties Time* on CBS and featuring Miss Brice; Clarence E. Eldridge, vice-president of General Foods Sales Co., and Charles G. Mortimer, vice-president in charge of advertising for General Foods Corp.

AGENCIES

BLAINE-THOMPSON Co., New York, to accommodate increased radio activity and personnel, has taken an additional floor at its present address, 234 W. 44th St. New quarters include a small theater and rehearsal studio as well as new offices. In addition to **WALTER LURIE**, new creative head, radio department includes **MARLO LEWIS**, vice-president and radio director; **RICHARD ASH**, commercial business manager; **MINNA BESS LEWIS**, in charge of creative copy, and **PATRICIA PECK**, assistant to Mr. Lewis.

BERT R. GREENE has been appointed account executive and sales and distribution counselor of the Ralph H. Jones Co., Cincinnati. He has served as major with the AAF as area contracting officer for three years and formerly was with Johns-Manville Corp., New York.

VERNE MEIER, formerly with First Federal Savings & Loan Assn., Detroit, as sales promotion director, to Wolfe-Jickling-Dow & Conkey, Detroit, as market analyst and researcher.

WALLACE F. ELLIOTT, former producer and program director of KROW Oakland, has become a partner in the Rhoades & Davis Adv. Agency, San Francisco.

J. K. STRUBING Jr., vice-president and account executive of Compton Adv., New York, has been elected a director.

WILLIAM B. LEWIS, vice-president and radio director of Kenyon & Eckhardt, New York, has been named chairman for the radio industry of United Urban League Service Fund.

WILLIAM E. BERCHTOLD, formerly with J. Walter Thompson Co., to Foote, Cone & Belding, New York.

MILTON J. BAKER, formerly of WOL Washington sales staff, to Henry J. Kaufman Adv., Washington, as account executive.

AXEL GRUENBERG, Hollywood producer for Dancer-Fitzgerald-Sample on former NBC "Dreft Star Playhouse", has returned to New York for a new production assignment. Procter & Gamble recently replaced that daily quarter-hour dramatic series with "Joyce Jordan" series.

AL SCALPONE, commercial supervisor of Young & Rubicam, Hollywood, is the father of a boy.

JEFFERSON K. WOOD, former head of his own agency, has joined Glasser-Gailey & Co., Los Angeles, in an executive capacity on household products and food accounts.

WALLACE F. ELLIOTT, program director and continuity chief of KROW Oakland, Cal., has resigned to assume partnership in Rhoades & Davis Adv., San Francisco.

JOHN NELSON, former space-buyer and contact man of McCann-Erickson, San Francisco, has joined The Blow Co., Hollywood, in an executive capacity.

MRS. LOIS MUHL, formerly program director of WIS Columbia, S. C., has joined the radio department of J. M. Mathes Inc., New York.

LOUIS M. KNOPP, radio creator, and **JOHN K. MORTLAND**, account executive, have been elected vice-presidents of Campbell-Mithun Inc., Minneapolis and Chicago agency.

A. R. (Bud) BOOKER, former account executive for West-Marquis Inc., Los Angeles, has opened his own agency, Booker-Cooper Inc., 1709 W. Eighth St., Los Angeles.

Tom Revere Quits Post With Ted Bates Agency

TOM REVERE has resigned as vice-president and radio director of Ted Bates Inc., New York. Agency's radio activities will be conducted principally by William R. Stuhler, former General Foods radio consultant, who joined Bates last October as vice-president in charge of radio production, and by Thomas Harrington, contact man on Colgate-Palmolive-Peet Co., supervising C-P-P programs. Mr. Harrington, who is executive vice-president and chairman of the plan board, was formerly radio chief of Young & Rubicam. Mr. Revere will spend a few months vacationing at his farm in Litchfield, Conn.

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
5000 WATTS
600 KC.
WSJS

Letter From a Philadelphia Time Buyer

LIVING IN PHILADELPHIA, it's easy for me to "make up my mind" between Philadelphia radio stations. I think *all* Philadelphia stations are good mediums—and I buy time on all of them—but frankly, when I can get it, I would rather have time on WCAU—because for over two decades WCAU has been the station which Philadelphians tune in by force of habit.

Umbrella Coverage is one of the reasons why WCAU is our agency's "first choice" as the place for a program or a spot, and why we often use this phrase in conferences: "Any time is *good* time on WCAU."

WCAU

CBS AFFILIATE

"Umbrella Coverage"

50,000 "FREE WATTS" SURGING OUT IN A GREAT TIDAL WAVE OF POWER IN ALL DIRECTIONS, GIVING "UMBRELLA COVERAGE" OVER A CLEAR NATIONAL CHANNEL

PHILADELPHIA'S LEADING RADIO INSTITUTION

. . . it once followed the hounds

The orchestral horn, when first used in Europe, was called the French horn everywhere but in France, where it was known as the cor allemand, or German horn. Whether the French horn was developed in France or not, its predecessor was definitely French—a circular bugle still used in France for hunting.

How stopping started

When the French horn was first introduced into the orchestra, music lovers objected to its sharp, loud tones, feeling them more suited to the fields and woods than to the concert hall. About the middle of the 18th century, the celebrated horn player Anton Hampel muted the clear sound of the horn by inserting his fingers into the bell, or "stopping" the horn. In addition to softening the tone, "stopping" bridged some of the intervals between the harmonics. Composers use the mellow tones produced by "stopping" to achieve a distant, out-of-doors effect.

You push the middle valve down

To complete the deficient scales of the French horn, an Englishman in 1788 invented a method of combining two horns, but the resulting instrument proved too heavy and slow. In 1815 two Germans devised the spring valves which successfully solved the problem and are still used on the French horn. The action of the modern horn is as fast as that of any keyboard instrument.

The modern French horn, with a frequency range of 110 to more than 6,000 c.p.s., has a soft, muffled tone. To reproduce it with maximum naturalness, use:

VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED

233 BROADWAY, NEW YORK 7, N. Y.

SPONSORS

AMERICAN CYANAMID & CHEMICAL Corp., Azusa, Cal. (ground squirrel extermination), in a six-week campaign started April 26 is sponsoring daily participation in "Farming for Profit" and also is using total of 39 transcribed spots on KFPY Spokane, six spots weekly on KRLC Lewiston, Ida., and one per week on KHQ Spokane. Agency is Will Grant Adv., Los Angeles.

PLANET PICTURES Inc., Burbank, Cal., has appointed Gene Grant & Co., Hollywood station representative, to handle advertising and assume representation for commercial and institutional television films.

KUEBLER BREWING Co., Easton, Pa., will sponsor the Frederick W. Ziv Co. "Pleasure Parade" transcribed series five-weekly for 52 weeks on WEST Easton.

INTERNATIONAL TELEPHONE Corp. and associated companies have appointed Pacific Coast Adv. Co., San Francisco, to handle advertising in the West. Agency will serve Mackay Radio, Commercial Cable Co. and All American Cables & Radio Inc. Radio is being considered.

SPERRY Corp., New York, has renewed Paul Manning's Sunday broadcasts from Paris on WOR New York for another year. Placed by Young & Rubicam, New York, broadcasts are recorded and played over the public address systems of Sperry plants during Monday lunch hours.

RKO RADIO PICTURES, Chicago, to promote motion picture "Enchanted Cottage", will sponsor 8 to 15 live and transcribed spots weekly April 30 thru May 4 on following Chicago stations: WMAQ WBBM WGN WCFL WJJD. Placed direct.

CHARLES MICHELSON Radio Transcriptions, New York, has sold "The Shadow" transcribed series to Acme White Lead & Color Works, Detroit, for 13 week presentation on KGHL KGVO KDFN WCHS; and to WHB Kansas City, for 26 weeks sponsorship by Cook Paint & Varnish Co. New account for "My Prayer Was Answered" is KODY North Platte, Neb., 39 weeks, Adams Funeral Home.

SHELL OIL Co., St. Louis (petroleum products), is sponsoring 6 p.m. Thursday broadcasts over KSD St. Louis featuring managers Billy Southworth of the Cardinals and Luke Sewell of the Browns.

CARBOLA CHEMICAL Co., Natural Bridge, N. Y. (Carbola, Hylite Water Putty and CCC Louse Killer), has appointed W. L. Wright Co., Rochester, as agency. Radio is considered.

JELUM Inc., Joliet, Ill. (Man's Brown Gravy Mix), has placed its account with MacDonald-Cook Co., South Bend, Ind.

WETALENE LABS. Inc., Columbus, O. (household cleanser), is said to have appropriated $10,000 for promotion campaign to include radio and has named Byer & Bowman Adv., Columbus, as agency.

COCA-COLA Co. export division is sponsoring three Latin American radio programs, one a symphonic concert, in Rio de Janeiro and Sao Paolo, Brazil. Beginning what may expand to a campaign covering the southern republics, Coca-Cola has appointed McCann-Erickson, foreign division, to handle radio advertising in Brazil and Argentina.

FAMOUS FAIRSEX Inc., New York women's clothing store, has appointed Seidel Adv., New York, to handle promotion. Radio may be used.

SAMPLES of Wildroot products were given to M. M. Sillerman (l), president, and Noel Rhys, account executive, of Keystone Broadcasting System, by Gertrude Scanlan, BBDO New York local manager as Wildroot Co., Buffalo, sponsored a series on 65 stations of the network.

MILK FOUNDATION Inc., Chicago, sponsors one to six station break announcements weekly on the following Chicago stations: effective April 16 WGN WCFL; effective April 23, WGES; effective April 27, WBBM. Firm on April 16 began participation on "Club 560" on WIND. WBBM 52 week contract and other 13 week contracts were placed by McCann-Erickson, Chicago.

SENTINEL RADIO Corp., Chicago, has appointed W. W. Garrison & Co., Chicago, to handle advertising. Radio is considered for next fall.

RILLING - ARNAO Co., Minneapolis (Naildri), is using three spots weekly on KFI Los Angeles. Contract is for 13 weeks. Campbell-Mithun Adv., Minneapolis, has the account.

BALL BROS. Co., Muncie, Ind. (fruit jars), on April 16 started three spots weekly on KFI Los Angeles. Contract is for 13 weeks. Agency is Applegate Adv., Muncie, Ind.

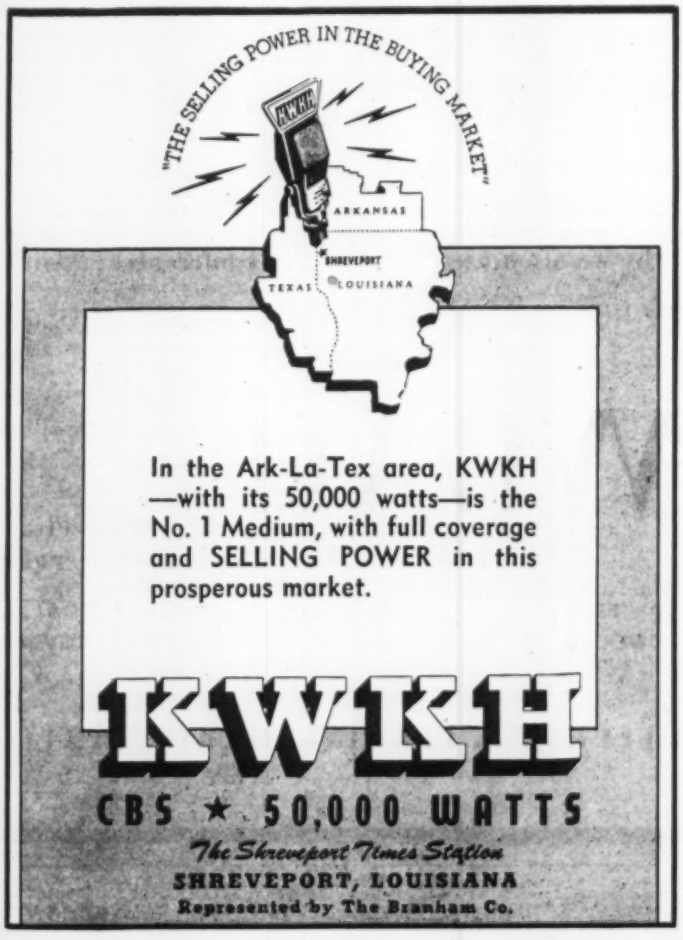
OKLAHOMA CITY INSURORS EXCHANGE is sponsoring transcribed "Eye-Witness News" on KOCY Oklahoma City for 26 weeks beginning April 15. Agency is Erwin, Wasey & Co., Oklahoma City; transcriptions by Frederic W. Ziv Co., New York.

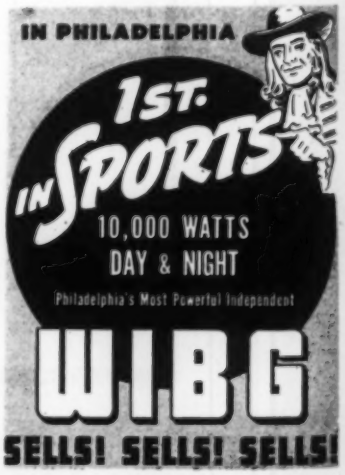
DODDS MEDICINE Co., Toronto (proprietary), has started spots twice weekly on CKEY Toronto. Agency is A. J. Denne Co., Toronto.

MEYER ARNOLD Co., Greenville, S. C., April 16 started Frederick W. Ziv Co. transcribed "Old Corral" western show on WFBC Greenville, 5 weekly for 52 weeks. Agency is Robert Glass Adv., Greenville.

GABY Inc., New York, has started thrice-weekly participations for suntan lotion on WABC New York, supplementing campaign in other media. Placed thru Al Paul Lefton Co., New York.

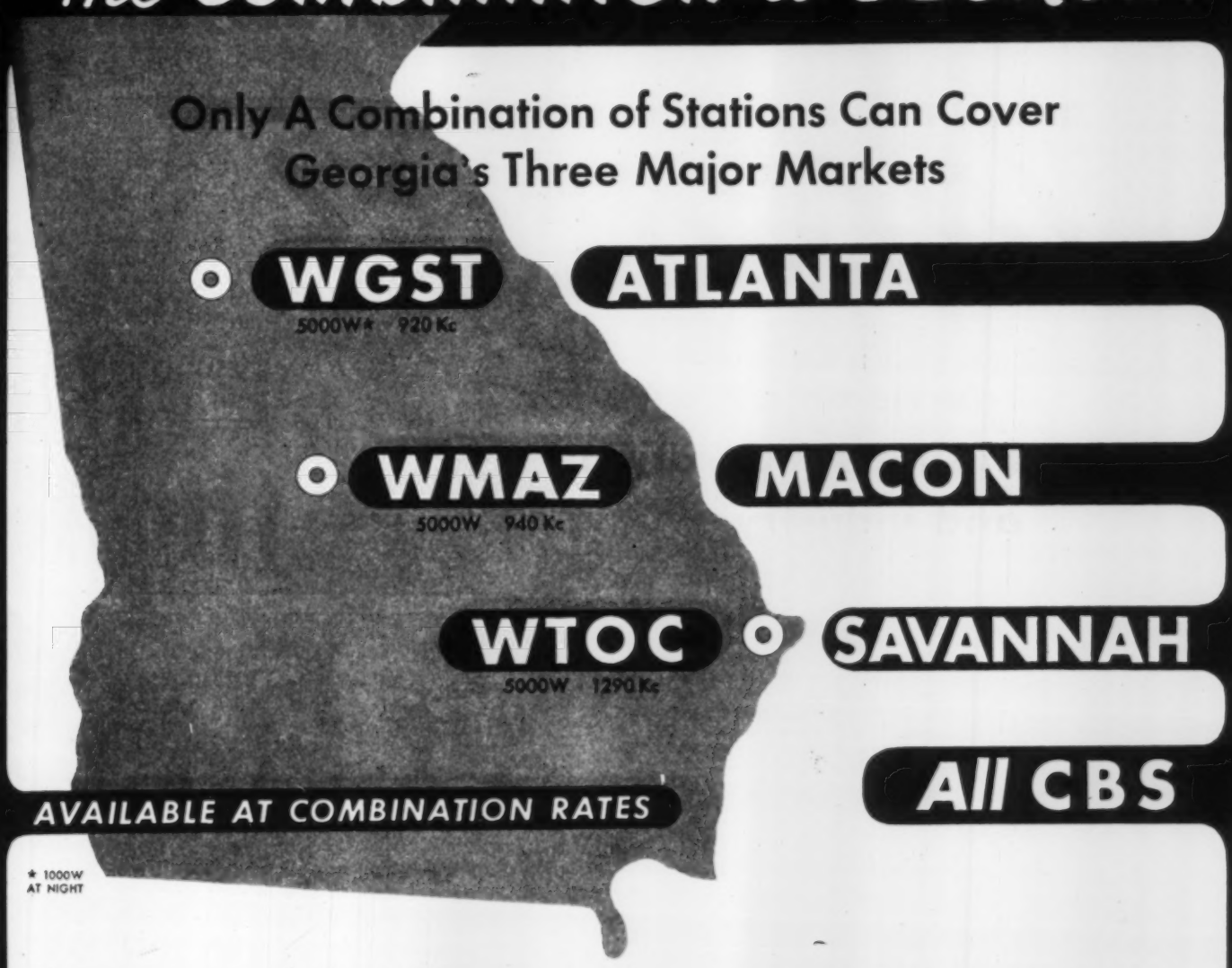
(*Continued on page 56*)


"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA
In the Ark-La-Tex area, KWKH —with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.
KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.



The COMBINATION to GEORGIA

Only A Combination of Stations Can Cover Georgia's Three Major Markets



NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three C B S stations in these three markets does the job

—AT ONE LOW COST

The GEORGIA MAJOR MARKET TRIO

Represented by THE KATZ AGENCY, Inc.

AND NOW...the General Electric

INTRA-TEL SYSTEM

Television by wire for business, education and industry

The G-E Intra-Tel system can make a store the show place of a community. With it, it will be possible to televise and transmit living pictures throughout the store and in display windows. It is a new sales power that will increase customer traffic on every floor and in every department.

From the television laboratories of General Electric has come a powerful new selling aid for business, a dynamic medium for education, an effective tool for industry. It is G-E Intra-Tel—a television-by-wire system that can carry high-quality pictures and sound and reproduce them anywhere within the range of the system.

● Intra-Tel has great potentialities. In merchandising it can increase store traffic. With an Intra-Tel system dynamic demonstrations can be displayed simultaneously on every floor and in show windows. In education, the Intra-Tel system can bring special demonstrations, lectures, and motion pictures to every classroom. In industry the Intra-Tel system can provide the means for coordinating activities throughout a plant, observe production progress, to peer into inaccessible places or to observe extremely hazardous operations. The Intra-Tel system uses no transmitter and its installation thus requires neither FCC license nor government approval.

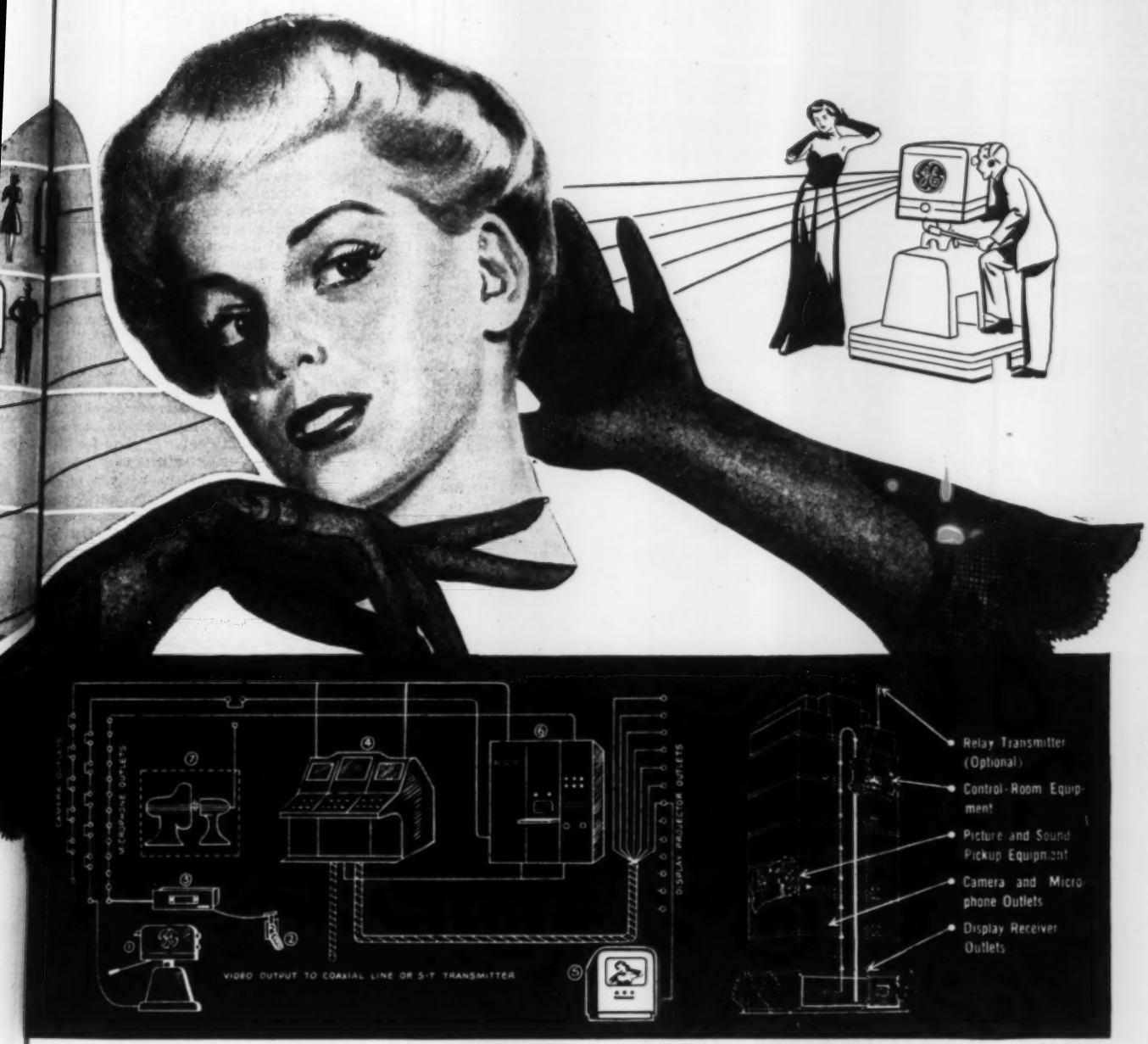
● A G-E Intra-Tel system includes one or more portable pickup cameras, one or more sound microphones, and a control and monitoring console. The entire system is designed so that both picture and sound are fed by cable to any number of home-type or display receivers. If desired, a motion picture projector and film pickup camera can easily be added to the system. Provision can also be made to link the system to any outside local television broadcast station by means of coaxial line or by radio relay.

● For details on G-E Intra-Tel systems and television broadcast systems, see your G-E broadcast equipment representative, or write for the booklet "Television Broadcasting Post-War," *Electronics Department, General Electric, Schenectady 5, N. Y.*

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC

159-01-6913


Relay Transmitter (Optional)
Control-Room Equipment
Picture and Sound Pickup Equipment
Camera and Microphone Outlets
Display Receiver Outlets
VIDEO OUTPUT TO COAXIAL LINE OR S-T TRANSMITTER

A typical G-E Intra-Tel system. With the Intra-Tel system, portable television cameras and sound microphones can be operated from any place in store or plant. Pictures and sound picked up by cameras (1) and microphone with microphone amplifier (2) and (3) are fed by cable to the control and monitoring console (4). Outlets at the console make it possible to feed picture and sound signals by cable to any number of display receivers (5). Amplifiers and pulse generator (6) maintain signal levels and synchronize scanning, respectively. Film projector (7) is used for motion pictures.

Plan to visit General Electric's great television proving ground — WRGB at Schenectady. Every Wednesday and Friday are "open house" days. Write for the folder, "How to get to Schenectady," or see your local G-E broadcast equipment representative.

Establish a delivery priority now on your future television equipment. General Electric offers you the "G-E Television Equipment-Reservation Plan." Write for your copy. It explains how you can assure yourself early delivery of your television equipment.

Hear the G-E radio programs: "The World Today" news, Monday through Friday, 6:45 p.m., EWT, CBS. "The G-E All-Girl Orchestra," Sunday 10 p.m., EWT, NBC. "The G-E House Party," Monday through Friday, 4 p.m., EWT, CBS.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM

See G.E. for all three!

SPONSORS

(*Continued from page 52*)

BARBARA ANN BAKING Co., Los Angeles (bread), for 52 weeks has started four spots weekly on KFI Los Angeles with similar schedule on KHJ Los Angeles. Firm also sponsors weekly half-hour "Hollywood's Open House" on southern Cal. Don Lee stations and the 30-minute "Pay Day Quiz" on KMPC Hollywood. Scholts Adv. Service, Los Angeles, services account.

SPARKLETTS DRINKING WATER Corp., Los Angeles (Sparketa Up), April 17 started inning-by-inning flash results of Pacific Coast and major league baseball games on KWKW Pasadena. Spaced at approximately five-minute intervals daily schedule will run until September. Raymond R. Morgan Co., Hollywood, has the account.

WM. TAYLOR SONS & CO., Cleveland (department store), is sponsoring half-hour transcribed "Memory Lingers On", six-weekly on WGAR Cleveland. Agency is Edward Hibshman Co., Cleveland.

H. W. (Tex) RODEN, president of American Home Foods Inc., has written a third mystery thriller, "One Angel Less" [William Morrow & Co., New York, $2].

LIT BROS., Philadelphia department store, April 30 placing direct starts local sponsorship on WCAU Philadelphia, of the CBS "Morning News Round-Up" Mon. thru Sat. 8-8:15 a.m.

UNITED DRUG Co., Toronto (Rexall products), has started "Jimmy Durante and Gary Moore" on CFRB Toronto and CKAC Montreal, Fri. 10-10:30 p.m. Agency is N. W. Ayer & Son, New York, and Ronalds Adv., Toronto.

G. HEILEMAN BREWING Co., La Crosse, Wis., April 16 for 13 weeks started thrice-weekly transcribed chain break spots on Wisconsin Network. Agency is L. W. Ramsey Co., Chicago.

KING JEWELRY Co., Los Angeles (retail), on May 7 starts five-weekly quarter-hour transcribed series "So the Story Goes" on KHJ Los Angeles. Firm has started five-weekly transcribed version of "The Shadow" on KHJ and a Sunday night five-minute newscast on KNX Los Angeles. Contracts are for 52 weeks. Agency is Raymond R. Morgan Co., Hollywood.

MURINE Co., Chicago (eye drops), is using thrice-weekly spots on a long term schedule on KROW Oakland. BBDO New York has the account.

TANNER MOTOR LIVERY Co., Los Angeles (bus transportation), in early May starts brief spot campaign on KENO Las Vegas, Nev. Other western stations will be added. Agency is Small, Levitt & Smith, Los Angeles.

SLAVICK JEWELRY Co., Los Angeles (retail), has increased local sponsorship of NBC program "Larry Smith—Commentator" from two to five per week on KFI Los Angeles. Firm also sponsors daily participation in "Art Baker's Notebook" on that station. In addition, the daily sixty-minute recorded "Musical Masterpieces" and six-weekly quarter-hour newscast is sponsored on KFAC Los Angeles. Daily 15-minute recorded musical "Footlight Favorites" is used on KECA Los Angeles. Agency is Paul Winans Adv., Los Angeles.

LEVER BROS., Toronto (Lifebuoy soap), has started five daily transcribed spots on a number of Canadian stations. Account is placed by Ruthrauff & Ryan, New York

J. B. WILLIAMS Co., Montreal (Glider shave cream), starts in July five-minute sportscasts Mon. thru Sat. on a number of Canadian stations. Agency is J. Walter Thompson Co., Montreal.

ROGERS-MAJESTIC Ltd., Toronto (receivers and appliances), has appointed J. J. Gibbons Ltd., Toronto, as agency. Plans are underway for an institutional campaign until postwar merchandise is ready.

T. SISMAN SHOE Co., Aurora, Ont. (sport shoes), has started one-minute spots on a number of Ontario stations. Agency is E. W. Reynolds & Co., Toronto.

HUDSON'S BAY Co., Vancouver (department stores), has started daily commentary of local events on CKWX Vancouver. Agency is Cockfield Brown & Co., Vancouver.

PANTHER RUBBER Co., Montreal, in June starts spots five days weekly on a number of eastern Canadian stations. Agency is Stevenson & Scott, Montreal.

Baseball in N. Y.

LEVER BROS. is placing transcribed "Lifebuoy" announcements before and after all games of the New York Yankees and Giants on WINS New York, heard daily. Agency is Ruthrauff & Ryan, New York. Nedick's New York refreshment stand chain, has signed for Don Dunphy's ten-minute sports broadcast before the Sunday games, through Weiss & Geller, New York.

CAB Drops Dual Ratings System

Returns to Chronological Lists After Pole Taken

WITH COMPLETION of a year of 81-city interviewing, Cooperative Analysis of Broadcasting has revamped its reports and dropped the dual rating system that showed ratings for the old 33-city base as well as the new expanded system. Leaving only the 81-city ratings, new system was adopted after CAB subscribers voted for the single base. It is accompanied by a return to chronological listings, showing the four networks in parallel columns.

The revised twice-monthly reports also contain alphabetical indices of nighttime programs and of daytime programs separately for weekdays and weekends, as well as popularity ranking lists for daytime and evening programs. Separate tables give the ratings of regional or limited network programs and of national spot programs. The alphabetical listings have been revised to show programs by the names they are generally called by listeners, such as Charlie McCarthy instead of Chase and Sanborn Program. Commentators are now listed alphabetically by first names.

In addition, CAB issues each year three comprehensive reports on sets-in-use, showing variations in listening at various times for each season on a national basis, broken down into seven geographic areas, time zones and cities by size of populations, and three similar program audience reports.

CAB also issues four reports on audience composition, giving sex and age groups for each quarter-hour period, and eight brand reports, showing sponsor or product identification. Finally, there are six city reports, showing listening for each of the 81 cities and a breakdown of the audience by stations for each city.

A map showing the cities in which CAB interviews are made, with the number of stations and interviewing units in each city, is in preparation for subscribers.

ALBUQUERQUE

Is New Mexico's Major Market

★ KGGM ★

1260 KC. — 1000 WATTS. FULL TIME — COLUMBIA AFFILIATE

POPULATION* 73,327

14 1/10% OF TOTAL STATE POPULATION

BUYING POWER** $90,265

27 1/4% OF TOTAL STATE INCOME

RETAIL SALES** $40,580

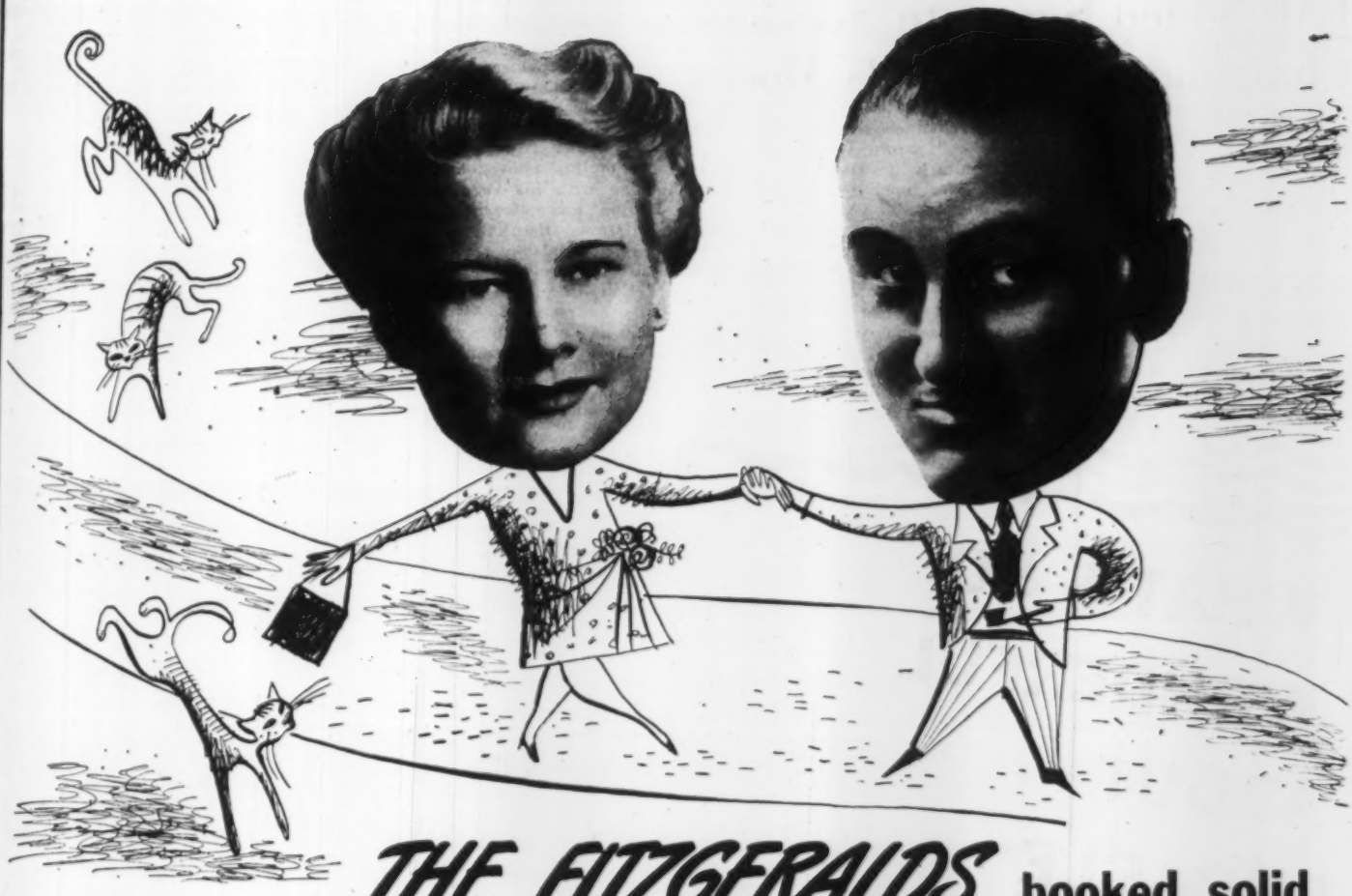
22 8/10% OF TOTAL STATE RETAIL SALES

* Source: U. S. Bureau of Census and O. P. A.
** In thousands (000 omitted). Source: Sales Management

KVSF (1340 KC. 100 Watts) In Santa Fe, state capital and second largest city in New Mexico, gives complete basic coverage New Mexico's second major market at low cost. Affiliated with KGGM and the Columbia Broadcasting system.

REPRESENTED NATIONALLY BY
TAYLOR-HOWE-SNOWDEN RADIO SALES
NEW YORK CHICAGO DALLAS AMARILLO

WOWO
FORT WAYNE
WESTINGHOUSE RADIO STATIONS Inc



THE FITZGERALDS booked solid before first broadcast on WJZ!

JAYZIE rolled out the carpet for this top-ranking morning show on April 16

THANKS TO ALL THESE SPONSORS: H. Hicks & Sons, Inc. · J. W. Beardsley's Sons · The Davidson Bros. Corp. · Dorsay Products · Hanscom Baking Corp. · The House of Herbs, Inc. · Isbrandtsen-Moller, Inc. · C. F. Mattlage Co. · Vegex Co. · West Disinfecting Co. · J. A. Wright & Co., Inc. Minwax Co., Inc. · Maritime Milling Co., Inc. · Pieter de Witt Diamonds, Ltd. · F. Schumacher & Co. · William A. Nesbitt

THERE'S STANDING ROOM ONLY now for sponsors to the Fitzgerald program. And no wonder! The same real-life antics are still broadcast from the Fitzgeralds' own breakfast table—the same cat's meow and doorbell ring, the same gay sparkle that gives each moment its private chuckle, the same pleasant, effortless advertising that's been so effective—everything which has made those delightful Fitzgeralds a daytime favorite. *But* . . . a better time—7:50 to 8:15 A. M.—to catch the whole family at breakfast, *and* now over WJZ, New York's First Station—stronger, clearer.

Approved advertisers will be given priority and put on the waiting list in order of application. Why not talk it over with us right away?

THE FITZGERALDS ARE NOW PLAYING

Monday through Saturday, 7:50-8:15 A.M. and Saturday at 3:30-4:00 P.M. on WJZ

FM, Video Separate Services, Chairman Porter Tells Mosby

CLARIFYING his letter of April 2 regarding the possibilities of broadcasting FM programs on television sound channels, as suggested by A. J. Mosby, general manager of KGVO Missoula, Mont. [BROADCASTING, April 23], FCC Chairman Paul A. Porter in a letter last Monday to Mr. Mosby made it plain that the Commission regards television and FM as two distinct services, each to be developed in its own right.

"The Commission expects television channels to be used for television," wrote Chairman Porter. "Similarly it expects the facilities provided for FM to be used to the fullest extent possible."

Thus the FCC chairman virtually closed the door to a proposal by Mr. Mosby that the Commission consider permitting the broadcast of FM on television sound channels, inasmuch as television might be a service limited to not more than two to four hours daily.

Mr. Mosby has circularized other broadcasters, from whom he solicited comment. He contends that the present-day broadcaster can't finance the pioneering of both FM and television as separate services, but could pioneer with a combination of the two, "giving regular FM service from the audio channel of his television transmitter along with his regular AM programs and occasional television programs, the listener using his single television receiver for the particular service he chooses."

Following are excerpts from letters addressed to Mr. Mosby by various broadcasters:

J. GORDON WARDELL, General Manager, KGBX Springfield, Mo.—In markets such as ours television is going to be almost prohibitive for the first years of operation unless we can find some way to reduce expenses, and I believe your idea would take care of that situation.

ED CRANEY, KFPY Spokane, KGIR Butte, KXL Portland, Ore., KPFA Helena, Mont., KRBM Bozeman, Mont.—As long as they are shifting FM upstairs and admit that television eventually is going to be shifted upstairs, the argument is to get the FM and television both shifted upstairs at the present time. Your idea goes along with this, and I think that if you could coordinate your plans, you could probably talk sense to the Commission through the Senate and House Interstate Commerce Committees.

MARSHALL H. PENGRA, Manager, KRNR Roseburg, Ore.—I certainly think you have an excellent idea in the combination of FM and television. . . . Your suggestion would clear the way for many smaller stations to go into the FM field secure in the knowledge that the ultimate development of television would allow them to proceed in that direction with the minimum amount of change in equipment and the utilization of a single frequency.

C. T. LUCY, General Manager, WRVA Richmond, Va.—From our knowledge of the technicalities involved, we are in accord that you seem to have a good idea. It would certainly be interesting to know why such an idea has not been proposed by the Institute of Radio Engineers or others interested in broadcasting, as your proposal seems both logical and feasible from an operations standpoint.

JOHN M. RIVERS, General Manager, WCSC Charleston, S. C.—Most certainly it would be much more sensible from the standpoint of a radio station to operate the audio part of television as FM rather to have, as it may conceivably be necessary, four transmitters—your AM, your FM, the audio part of television, and the picture part. I do not think there is much doubt that television will combine the audio and pictures in one transmission operation, but the fact remains that if the program you advocate is adopted by the Commission, then we will end up with only two transmitters, and two sets of employes to worry with.

Text of Chairman Porter's clarifying letter to Mr. Mosby follows:

Reference is made to your further communication dated April 11, 1945 in regard to the use of the sound channel of a television station to provide a sound service when a suitable television program was not available.

It appears that I have not made my position at all clear, particularly in regard to that portion which you quote: "For example, perhaps the television sound transmitter could be adapted and licensed for both services." What was meant was that it may be possible to design equipment to operate alternately on either the sound channel of a television channel or on a channel in the FM band. I did not have in mind the transmission of sound programs alone when operating in the television band. From an engineering standpoint an FM transmitter can, of course, be converted for use on the sound channel of a television station within the tuning limits of the equipment.

The Commission cannot agree with you that "If FM is coming into the broadcasting picture, it will be transitory—a stopgap until television comes into its own, so let it come as an adjunct to television in the new high frequency television bands." You will note than even if wide band FM is employed on the sound channel of a television channel it would occupy only approximately 200 kc out of 6,000 kc and, therefore, could not be considered as making use of the channel.

As set forth in the Commission's Proposed Report on Allocations above 25 mc, the Commission expects television channels to be used for television. Similarly it expects the facilities provided for FM to be used to the fullest extent possible.

WGES Chicago, now at 2400 W. Madison St., will move to larger quarters at 2708 Washington upon WPB approval.

FCC Sends Hyde, Marks To Puerto Rico Hearing

FIVE issues involving WPRP Ponce, Puerto Rico, including petition for voluntary transfer of control from Julio M. Conesa to the Voice of Porto Rico Inc. for $30,000, and application of Consolidated Broadcasting Corp. for the WPRP facilities (1420 kc with 250 w unlimited) were to be aired in public hearings scheduled to begin April 30 before FCC General Counsel Rosel H. Hyde, sitting as examiner, at the U. S. District Court House, San Juan, P. R. Leonard H. Marks was to represent the Commission. William C. Koplovitz of Dempsey & Koplovitz, Washington, is counsel for Voice of Porto Rico and Frank Stollenwerck, Washington, is appearing for Consolidated. All four attorneys left Washington Wednesday for Puerto Rico. The WPRP case has been pending more than four years.

WHAT'S SO WONDERFUL ABOUT MIRACLE (Ky.)?

Maybe Miracle is marvelous to *somebody*, but to us—and you—it's just another distant settlement. All such communities in the State lumped together wouldn't give you a market equal to WAVE's populous and prosperous Louisville Trading Area (which is all we actually ask you to *pay* for, though our wave-lengths reach farther than you'd think). You won't get miraculous results from Miracle, but you *can* expect 'em in Louisville. Shall we WAVE a wand?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

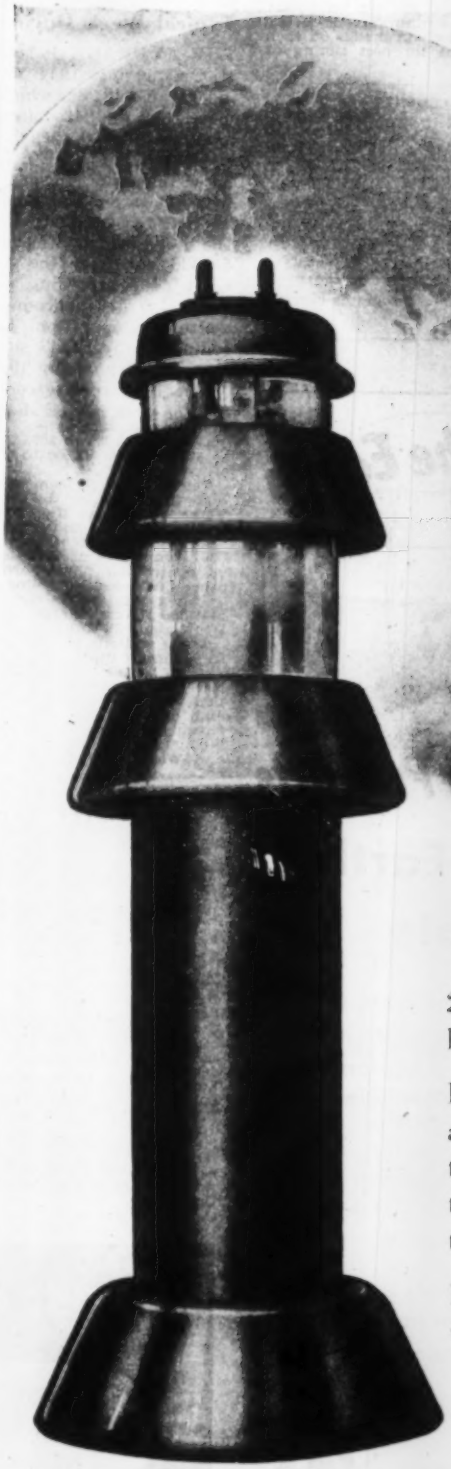
NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

5000 WATTS

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

NBC IN RICHMOND, VA.



POWER

HIGH FREQUENCY HEATING

INTERNATIONAL BROADCAST

FM

The Most Powerful High-Frequency Tube

200 Kilowatts—developed especially for high-power, high-frequency broadcast and industrial applications.

Into this development has gone all the knowledge and experience of the tube-building art that make the name Federal stand for dependability — a reputation earned by more than 35 years of service in the electronics field.

Federal tubes are built for long life . . . produced with all the care and precision of fine craftsmanship.

Federal always has made better tubes.

FEDERAL TELEPHONE & RADIO — FTR

AN IT&T ASSOCIATE

Newark 1, N. J.

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

OWI PACKET, WEEK MAY 21

Check the list below to find the war message announcements you will broadcast during the week beginning May 21. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	STATION ANNOUNCEMENTS						
	NET-WORK PLAN	Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans
Seventh War Loan	X	X	X	X	X	X	--
Crop Corps	--	X	X	X	X	--	--
Dangerous Pennies	X	--	--	--	--	--	--
Cadet Nurses	X	--	--	--	--	--	--
Car Conservation	--	--	X	--	X	--	--
V-Mail	--	--	--	--	--	--	X

See OWI Schedule of War Message 161 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Helping Shape the Earth to Suit Free People

Peoria is the center of earth-moving equipment manufacture—equipment vitally needed to help smooth the road to Victory. After the war, Peoria's earth-moving equipment will be called on to reshape the face of a battle-scarred world.

NOW and LATER, Peoria's prosperity is assured. You can depend on Peoriarea's potent buying population of 600,000 to **continue** supplying the material from which sales records are made.

You can capture PEORIAREA through one station . . . WMBD!

Peorians Have the WMBD Habit

Not just the city of Peoria, but the entire PEORIAREA of over 600,000 population is dominated by WMBD, as proved by Hooper and Conlan listener surveys. WMBD is far out in front with a coverage "tune-in" of 56.3% (Conlan, 1944). WMBD's audience in PEORIAREA is greater than all other stations combined!

FREE & PETERS, INC.
National Representatives

WMBD
Member CBS

PEORIAREA
Pop. 614,200

100-Watter Income Up 37% for Year

FCC Data Shows Figures for Typical Week During 1944

THE AVERAGE 100 w broadcast station during 1944 had a gross income of $40,985, which was 37% more than in 1943, according to an analysis of last year's broadcast revenues by the FCC. There were 28 commercial stations using 100 w in operation last year, of which 24 reported total net time sales of $983,639, which was an increase of $263,476 over the $720,062 reported the preceding year. There were also five noncommercial 100-watters in operation. The analysis completed the FCC's survey of station revenues during 1944.

The FCC release continued:

All of these stations showed increases in their net time sales; 4 reported increases of $25,000 to $39,374; 4 of $10,000 to $25,000; 8 of $5,000 to $10,000; and 1 of $96 to $5,000.

Ten of the 28 commercial stations serve as outlets for the four major networks, as follows: Blue, 2 stations; CBS 1; NBC, 1; and Mutual, 6.

Licensees of 13 of these stations, or the companies or individuals owning or controlling them, are engaged in other businesses, as follows: Education 3; funeral home, 1; hotel operator, 1; motion picture theatre, 2; publishing 3; religion, 2; and road contractor, 1.

These stations are located within the continental United States as follows: Five in Texas; 4 in Pennsylvania; 3 in New Mexico; 2 each in California, Illinois, New York, Oregon and Wisconsin and one each in Alabama, Colorado, Georgia, Indiana, Maine, Montana, Oklahoma, South Dakota, Utah, Virginia and West Virginia.

Correction

WKRC Cincinnati will rejoin CBS June 1 as a basic network affiliate and not Mutual as incorrectly stated in BROADCASTING April 2.

KMBC Kansas City in cooperation with the U. of Kansas and the Kansas City public schools will sponsor a radio institute June 11-29. Members of the regular staff under the direction of Dr. Charles F. Church Jr., KMBC director of education, will be: Mortimer Frankel, associate script editor of CBS; George Jennings, director of Chicago Board of Education radio council; Kenneth G. Bartless, director of radio workshop of U. of Syracuse; Marguerite Fleming, director of drama and radio workshop U. of Kansas; Harold B. McCarthy, director of WHA, U. of Wisconsin; Elizabeth Goudy Noel, U. S. Office of Education; Nadine Miller, director of Public Information Service of Kansas City; Charles F. Hunter.

WISCONSIN TELEPHONE COMPANY

722 NORTH BROADWAY, MILWAUKEE

JOHN O'DAY
VICE PRESIDENT

BROADWAY 4740

April 13, 1945

Mr. C.J. Lanphier
General Manager, WEMP
710 No. Plankinton Avenue
Milwaukee 3, Wisconsin

Dear Mr. Lanphier:

Yesterday afternoon, following the unlooked-for announcement of the death of President Roosevelt, an avalanche of telephone calls was experienced at all local telephone offices. We asked WEMP to request the public to refrain from placing unnecessary telephone calls because the heavy load was interfering with the proper handling of urgent war calls. After the broadcast was made, almost immediately the calling load dropped and within a short time the number of calls being placed was more nearly normal.

The assistance given to us in this connection by WEMP was of immeasurable help, and sincere thanks is expressed.

Very truly yours,

John O'Day

THE VOICE OF MISSISSIPPI
WJDX
5 000 D
1,000 N
JACKSON
N B C

UP, UP, and UP
in
MISSISSIPPI

Official Sales Tax returns—a reliable index to business in the state — reveal that since 1939 Mississippi businesses have averaged a general increase of over 103 percent*.

For instance, food sales in the state since that time have increased 107 percent; wearing apparel, 159 percent; furniture, 81 percent; general merchandise, 85 percent; and miscellaneous retail business, 164 percent.

This is definite evidence of the upward trend of business in Mississippi. WJDX is the one radio station in Mississippi that offers you effective coverage of this growing, stable market—because WJDX is the D-O-M-I-N-A-N-T "Voice of Mississippi".

*State Tax Commission

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON, MISSISSIPPI

4,955,144
spindles
spinning
VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

CBS
WSPA
SPARTANBURG, SOUTH CAROLINA
Home of Camp Croft
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

Hearings on Clear-Channels Deferred by FCC to Sept. 5

Need of Complete Preparation Emphasized by Commission in Explaining Postponement

POSTPONEMENT of the clear-channel hearings from May 9 to Sept. 5 [CLOSED CIRCUIT, April 16, BROADCASTING April 23] was announced last week by the FCC.

In a public notice the Commission said it was of the opinion that "it is important that preparation for the clear-channel hearing be thorough and complete so that the decision can be made upon the basis of a comprehensive record."

Work Under Way

Pointing out that "substantial preparatory work has already begun," the FCC nevertheless took cognizance of the vital bearing of data now being assembled by three Government - industry engineering committees on the overall phases of clear channel broadcasting. These committees, already at work, are expected to complete their tasks before the Sept. 5 date.

Plans are to make their respective findings available to "interested persons" in advance of the hearing, to permit the various interests to prepare their respective cases. Licenses of more than 50 stations, three major networks, a regional network and several other organizations have filed appearances [BROADCASTING, April 9].

In addition to the three engineering committees, a fourth group on surveys, also composed of Government and industry members, will conduct a survey among listeners in clear-channel areas to determine whether, in the minds of listeners, clear channel stations are providing adequate service [BROADCASTING, April 23].

Although the Bureau of Census likely will handle the survey, broadcasters have been asked to participate financially. In its public notice the Commission pointed out that the "desirability of such a survey has been urged upon the Commission by many interested persons" and that "it has been stated that the Commission rather than the industry is best equipped to conduct such a survey."

Industry members are understood to have opposed questions bordering on program control by the Commission. Full cooperation has been offered the FCC, however, by industry members of the committee. Dallas W. Smythe, FCC chief economist, is chairman of the survey group.

FCC HEARING NOTICE

TEXT of the FCC public notice dated April 24 and postponing the clear-channel hearings from May 9 to Sept. 5 follows:

The FCC today announced that the clear channel hearing (Docket No. 6741) scheduled to open May 9, 1945, has been postponed until Wednesday, Sept. 5, 1945, at 10:30 a.m.

The Commission is of the opinion that it is important that preparation for the clear channel hearing be thorough and complete so that the decision can be made upon the basis of a comprehensive record. It is apparent after conferences with interested persons that this type of presentation cannot be ready in time for May 9. Hence, a postponement at this time is necessary.

Substantial preparatory work has already begun in connection with the hearing. Three engineering committees have been established for the purpose of preparing comprehensive reports on the basic underlying data necessary for the hearing. These committees are composed of representatives of the Commission and other interested persons. These committees are:

COMMITTEE 1—Determination of what constitutes a satisfactory signal.

COMMITTEE 2—Determination of what constitutes objectionable interference.

COMMITTEE 3—Determination of distances to which and areas over which various signal strengths are delivered.

It is expected that these committees will continue their work during the summer and be ready to report well in advance of the Sept. 5 hearing. It is expected that after reports are ready, they will be made available to interested persons in advance of the hearing.

A fourth committee consisting of Commission personnel and other interested persons has also been established. This committee is concerned with the problem of conducting a survey of listeners. The desirability of such a survey has been urged upon the Commission by many interested persons. It has been stated that the Commission rather than the industry is best equipped to conduct such a survey. Full cooperation, however, has been offered by members of the industry. Preliminary meetings have already been held by the Commission with representatives of other Government agencies who would cooperate with the Commission in making such a survey. It is hoped the results of this survey will be ready for the opening of the hearing on Sept. 5.

In addition to the foregoing committees, the Commission has also set up staff committees to prepare material on all the issues covered by the proceeding. It is expected that members of the industry will likewise proceed diligently in the preparation of their material. The Commission's staff is available at all times for conferences or assistance in connection with this proceeding. Arrangements for such conferences should be made through the Commission's General Counsel or Chief Engineer.

Hooper on President

PRESIDENT TRUMAN'S third address since he became chief executive, broadcast at 7.30 p.m. April 25, opening the San Francisco Conference, was heard by 30,400,000 adult listeners, according to a special survey made for CBS by C. E. Hooper Inc. Address achieved a Hooper Rating of 41.2. The President's address to the joint session of Congress on April 16 had a Hooper Rating of 32.0, his first evening address, April 17, of 53.6.

Luotto Is Absolved In Fascism Charge

Rumors Not Factor in WOV Decision, Denny Declares

CHARGES that Andre Luotto, New York advertising agency executive, was sympathetic to the cause of Fascism and reports circulating in New York that the FCC proposed denial of the transfer of WOV New York from Arde Bulova and Maj. Harry D. Henshel to Murray and Meyer Mester was traceable to Mr. Luotto's alleged participation in negotiations, were discounted last week by Commissioner Charles R. Denny Jr. [CLOSED CIRCUIT, April 2].

"While I did not participate in the WOV proposed decision," said a statement by Mr. Denny, "I know that any rumors that Andre Luotto had anything to do with the decision are wholly false for two reasons.

"First, the record shows that Luotto was to have nothing to do with the present transaction. Second, even if Luotto had been associated with the Mesters in the present deal, it would not have adversely influenced the decision because the 1942 charges against Luotto were thoroughly investigated and found to be unsubstantiated.

Previous Application

"Our investigation convinced me that Andre Luotto is a loyal citizen and a person of integrity."

Charges that a previous application for the purchase of WOV in 1942 by the Mester brothers did not get FCC approval because of certain allegations against Mr. Luotto, were made by the House Select Committee to Investigate the FCC. In 1942 Mr. Luotto would have become manager of WOV had the Mester brothers purchased the station, it was reported.

Action by the FCC in proposing to deny transfer to the Mester brothers of WOV took place before Mr. Denny was sworn in as a Commissioner. He did serve as FCC general counsel, however, during the time the House Committee charges were aired.

Commenting on Commissioner Denny's statement, Mr. Luotto said: "I am naturally glad to see that the Commission realizes the falsity of the charges brought against me. It is regrettable that unscrupulous persons were allowed to make such charges but I never had any doubt that governmental agencies, even if swayed for the moment, would eventually realize the truth and publicly state it."

DON S. ELIAS, executive director of WWNC Asheville and NAB Board member, is at Mission Hospital, Asheville, recuperating from surgery performed April 21. He is expected to be released this week.

FAMOUS FAIRSEX Inc., New York women's clothing store, has appointed Seidel Adv., New York, to handle promotion. Radio may be used.

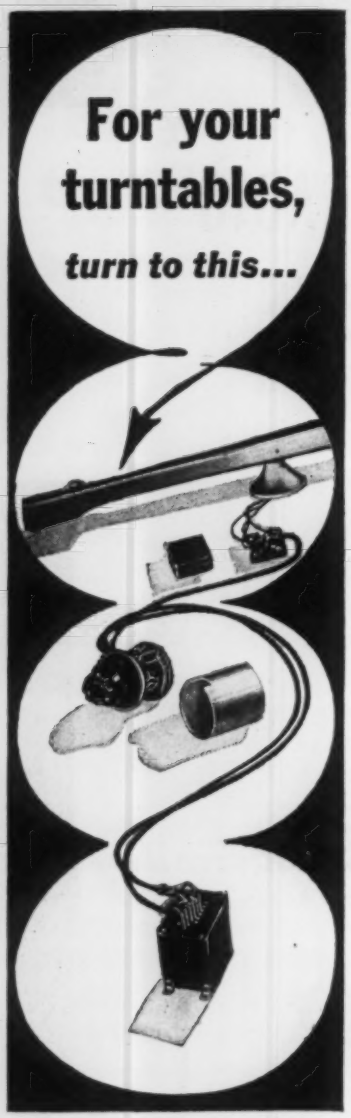
PRINTED, ILLUSTRATED NEWS BY RADIO

. . . with paid advertising

THE POST-WAR facsimile "newspaper of the air" will take printed and illustrated news direct into homes by radio, at a speed equivalent to more than 12* tabloid-size pages per hour! Who will be first, in your territory, to use this most modern type of publishing?

**Even greater speeds are technically possible with Finch equipment, and can be obtained where the available radio channels are sufficiently broad.*

finch facsimile
DELIVERS PICTURES AND TEXT BY RADIO OR WIRE
WANTED
MORE NAVY NURSES
IN THE U.S. NAVY
WORLD'S FASTEST COMMUNICATION SYSTEM
Finch Telecommunications, Inc., Passaic, N
WINSHIP
SELF SYNCHRONIZING
finch facsimile
DELIVERS PICTURES AND TEXT BY RADIO OR WIRE
FINCH TELECOMMUNICATIONS, INC. • PASSAIC, N. J.
N. Y. Office: 10 E. 40th St., New York 16, N. Y.



The well known Western Electric Reproducing Group—which includes the famous 9A Reproducer for both vertical and lateral recordings—is adaptable to any transcription turntable.

Designed by Bell Labs and introduced in 1937, this equipment is still meeting the most exacting requirements of transcribed broadcasting today.

Out of the concentrated experience gained in our years of war work, will come still finer broadcasting equipment for the future.

Western Electric

Buy War Bonds—and hold them!

FCC Denies Complaint Against WPEN; Sustains Program Duty of Licensees

HOLDING that the Communications Act vests in licensees the responsibility of programming and that the new religious policy of WPEN Philadelphia is "consonant with the licensee's obligation to present a diversified and well-rounded program service", the FCC last week denied petition of the Philadelphia Gospel Broadcasters Assn. that Commission action granting transfer of control to the *Philadelphia Bulletin* be set aside [BROADCASTING, April 9].

The association, composed of Fundamentalist churches, had complained because WPEN cancelled most of the religious broadcasts sponsored by member churches of the group.

FCC action came shortly after eight members of the religious groups took an appeal to the Third Circuit Court of Appeals in their effort to restrain WPEN from enforcing its new policy. District Judge William H. Kirkpatrick in Philadelphia had dismissed the church bill in equity against the station licensee [BROADCASTING, April 16]. Appellants are Rev. Carl McIntire, Young People's Church of the Air, Word of Life Fellowship, Rev. Theodore Elsner, E. Schuyler English, Highway Mission Tabernacle, Wesleyan Methodist Church, Wiley Mission.

Following is text of a letter sent by the Commission last Tuesday to William S. Bennet, New York, counsel for the gospel association:

The Commission has considered the petition and complaint which you filed on behalf of Philadelphia Gospel Broadcasters Assn. with reference to the action of Station WPEN Philadelphia, in discontinuing religious broadcasts which had been sponsored by the various organizations in your group.

In response to Commission inquiry regarding the new policy in handling religious programs, the station has advised that approximately three hours will be sold for religious programs on Sunday to be divided among the several religious groups, including the groups which you represent. In addition, approximately three hours will be made available on Sunday without charge to the various religious denominations. Moreover, during the week periods of time will also be allotted for various religious broadcasts.

The policy of Congress as expressed in the Communications Act of 1934 contemplates that the selection and presentation of radio programs shall be vested in the individual station licensee. Licensees are, however, required to operate in the public interest and the Commission has construed this obligation as requiring presentation of a diversified program balance.

The Commission has carefully considered the matters alleged in your complaint and the representations made to it by the licensee of Station WPEN to determine whether there has been a violation of the licensee's obligation to operate in the public interest. The Commission is of the opinion that the representations of Station WPEN are consonant with the licensee's obligation to present a diversified and well-rounded program service. For the foregoing reasons, the Commission has today denied your petition.

Standard Brands Show

STANDARD Brands Inc., New York, on May 1 starts a weekly quarter-hour program dramatizing the work of the OPA on WOR New York. Titled *Soldiers With Coupons*, the program is written and directed by Tex Wiener, regional OPA radio director. Daniel P. Woolley, regional OPA administrator, will speak briefly at the start of each broadcast, discussing phases of OPA's fight against inflation, rising prices and the black market. Standard Brands will promote no particular product, taking identification credit only. Business placed by J. Walter Thompson Co., N. Y.

'TWUZ MADE FROM MY WHEAT, B'GOSH!

Red River Valley wheat, noted for its high gluten content, commands premium prices. This alone would be *news* in a less fertile section. Yet in the rich Fargo area wheat and all other grains account for only about 30% of the farm income, and all the rest comes from widely varied crops!

And listen: Us hayseeds are just as diverse in our *spending* as we are in our farming! That's why this section looks so rosy to WDAY's varied advertisers. . . . Shall we send you a picture?

WDAY, INC.

N. B. C.

FARGO, N. D.

Affiliated with the Fargo Forum

970 KILOCYCLES . . . 5000 WATTS

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

WJHP
JACKSONVILLE FLA

NORTHERN FLORIDA'S BEST RADIO "BUY"

• Send for Details •

Represented by:
JOHN H. PERRY ASSOCIATES

"Sometimes I wish I'd listen to something besides WCSH."

"Sometimes I wish I'd listen to something besides WJAR."

"Sometimes I wish I'd listen to something besides WBZ."

"Sometimes I wish I'd listen to something besides WTIC."

"Sometimes I wish I'd listen to something besides NERN"

"Sometimes I wish I'd listen to something besides WLBZ."

The peak program and power impact of NERN stations is irresistible to 96.5% of New England's families. And NERN'S listeners respond easily because, though comprising barely more than 6% of the nation's population, they have 11% of the capital resources in U. S. Banks. NBC affiliation brings all NERN stations the nation's peak programs: FCC authority gives NERN stations New England's peak power. This solid combination, available for only $312 per daytime quarter-hour, comes with free studio facilities in Boston, Hartford or New York and without line charges. When you buy NERN, you buy a network.

"Sometimes I wish I'd listen to something besides WFEA."

"Sometimes I wish I'd listen to something besides WRDO."

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WTIC	1080	50,000	Hartford, Conn.
WFEA	1370	5,000	Manchester, N. H.
WRDO	1400	250	Augusta, Maine

Nationally represented by

WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD CONNECTICUT

Several More Stations Get Temporary Grants Under New Policy of the FCC

PURSUING its policy of commercial vs. sustaining programs the FCC last week is understood to have placed several more stations on temporary license pending replies to new form letters [BROADCASTING, April 16].

Although the Commission adopted a "closed-mouth" policy with reference to temporary renewals, after issuing a release a fortnight ago on its new policy, it was understood that a dozen or so of 50 stations placed on temporary license until July 1, come under the category of program-policy scrutiny. These licenses expire May 1. (See FCC actions, page 74, for list.) In some instances the Commission is said to have raised eyebrows because of heavy commercial schedules.

Six other stations were placed on temporary license until May 1, 1948, "upon the express condition that they are subject to whatever action may be taken by the Commission upon their pending applications for renewal." Five, involved in duopoly procedure, are: KFVD Los Angeles and KPAS Pasadena; KGA Spokane, Wash.; KOMO Seattle; KSOO Sioux Falls, S. D. The sixth is KOMA Oklahoma City.

Other actions by the Commission at its regular Tuesday meeting included:

KOB Albuquerque, N. M., granted extension of special service authorization to operate on 770 kc, 25 kw night, 50 kw day, unlimited time, using transmitter authorized under construction permit as modified for six-month period beginning May 1. At the same time the Commission extended the present license of KOB on a temporary basis until Nov. 1, pending final determination upon applications now before the Commission. These issues involve operation with 10 kw night and 50 kw day on 1030 kc and 50 kw day and 25 kw night on 770 kc, as well as 50 kw on 770 kc.

License of WBT Charlotte, N. C., was continued temporarily to July 1 pending determination upon renewal. Under the network regulations CBS must divest itself of WBT. Negotiations for its sale are now pending [CLOSED CIRCUIT, April 23].

Stromberg Names

WESLEY M. ANGLE, president of Stromberg-Carlson Co. since 1934, was elected chairman of the board of directors at the board's annual meeting April 18. Dr. Ray H. Manson, former executive vice-president and general manager, was elected president to succeed Mr. Angle. The former secretary and assistant general manager, Lee McCanne, was named executive vice-president to succeed Dr. Manson.

NEWSCASTS on WFIL Philadelphia will be taken over by the Philadelphia Record after May 1. The Bulletin confines its news programs to WPEN in that city, which it acquired Jan. 1. Walter H. Annenberg of the Inquirer has applications pending for FM and television stations.

FCC OPINION GRANTS CADILLAC, MICH., CP

MEMORANDUM opinion has been adopted by the FCC granting a construction permit to Midwestern Broadcasting Co., licensee of WTCM Traverse City, Mich., for a new standard local outlet on 1240 kc at Cadillac, Mich. Grant is subject to the requirements of the Commission's Statement of Policy of Jan. 26, 1944, and the procedure notice of Jan. 25, 1945, relating to the use of critical materials for construction purposes.

Headed by Lester M. Biederman, president and general manager, Midwestern will use power of 250 w and unlimited hours at Cadillac. Applicant states that no critical materials are to be employed nor are any utility extensions required as it is planned to use quarters leased in the local American Legion building.

The Commission finds that at present there is no primary service rendered either day or night, and operating as proposed the station would render primary service to 12,422 persons in a 156 sq. mi. area nighttime and 28,733 persons in a 11,120 sq. mi. area daytime. Also noted were letters from local industrial, business and civic interests and that the proposed station would provide "a wholly local program service, without network affiliation". The War Manpower Commission advised the FCC that Cadillac is not a critical labor area.

Fans Like Gillette Video Commercials

NBC Finds 94% of Audience Knew Program Sponsor

SIGHT and sound commercials used by Gillette Safety Razor Corp., Boston, on its WNBT-NBC television boxing matches have produced a lasting impression on their audience, according to an NBC survey recently completed which showed that better than nine out of ten listeners knew Gillette sponsored the programs.

Sponsor identification added up to 94.4%, the survey showed, with little criticism of the advertising methods used. Some persons queried favored more changes in the still pictures used and others preferred use of live film, but 63.6% of the responses made favorable comments on Gillette's commercials.

NBC's television department on March 5 sent out 4,252 questionnaires on the Monday and Friday night boxing shows. Of those, 1,070 answered, but only 949 had actually seen the programs. Eighty percent of those answering liked the programs "very well", 16.9% were in the "fairly well" category, and those who attend prize fights regularly were most enthusiastic about the telecasts.

C-Z Chemical Spots

C-Z CHEMICAL Co., Beloit, Wis., (floor war), is sponsoring series of 8 transcribed Wright-Sonovox spots weekly for 13 weeks, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee, on: KWTO KGBX KFBI KYSM KFAM KWNC KFYR WDAY KILO KOMA WNAX KTRH KXYZ KTSA.

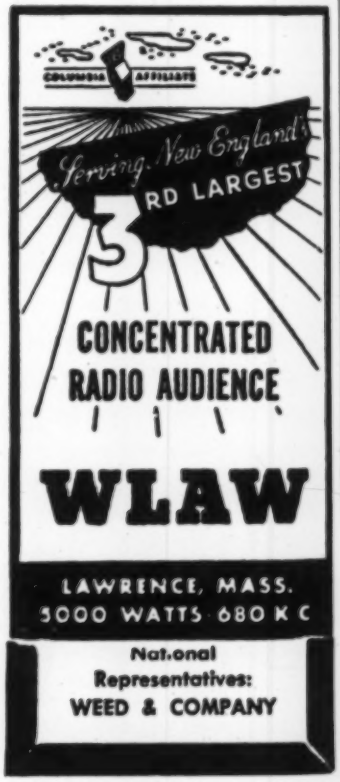
$108,000 Price Offered For KID Idaho Falls

ASSIGNMENT of license of KID Idaho Falls from a syndicate of Idaho and Utah businessmen to a new corporation in which part interest is held by Radio Service Corp. of Utah, operator of KSL Salt Lake City and half-owner of KSUB Cedar City, Utah, is requested in an application filed with the FCC last week. Price is $108,000.

Present owners, who purchased the station a year ago from Jack W. Duckworth [BROADCASTING, May 1, 1944], and who wish to devote their attentions to their other interests, according to application, include H. F. Laub, president and 40% owner of KVNU Logan, Utah, and also in the electrical contracting business; L. A. Herdti, Ogden electrical contractor, and Walter Bauchman, Idaho Falls electrical contractor. Each holds a third interest.

Holdings in the new company are: David Smith, president, 30.13%, affiliated with Smith-Hart Motor Co.; Radio Service Corp. of Utah, 24.93%; Joseph E. Williams, vice-president, 18.33%, owner of farm and real estate interests, and Arch L. Madsen, secretary-treasurer, 1.67%, assistant to the general manager of KSL.

CROTON WATCH Co., New York, has appointed Franklin Bruck Advertising Corp., New York, to handle its account effective immediately. Radio may be used later.



Other Fellow's Viewpoint

EDITOR BROADCASTING:

In your issue of April 23, under the heading "FCC Expected to Decide FM's Place in the Spectrum about May 1" there appear two statements on which I would like to comment.

The first statement is:

"So far engineers still are at loggerheads over F2 layer transmission."

This is not correct. The predictions made by Mr. Norton during the October hearing with respect to F2 have now been thoroughly disproved.

The second statement reads as follows:

"Since Sporadic E is held to cause interference 1% of the time at 42 mc, 1/10th of 1% of the time at 60 mc and 1/100th of 1% of the time at 84 mc, it appeared likely that the FM band would begin above 60 mc."

May I point out that in this statement you have confused the percentage of time during which Sporadic E transmission may take place with the question of whether or not interference will occur. The two are not the same.

To determine whether interference occurs the power and range of the transmitters must also be taken into account. On the basis of recordings made of Sporadic E and introduced on behalf of the Commission it has been established in the record, by me, that two FM transmitters, each operating on 44 megacycles and capable of serving ranges of 40 to 50 miles (50 microvolt contour) will not interfere with each other via this type of transmission, even though spaced at the most critical distance for such effect.

It is therefore quite possible to operate the host of local stations within the part of the band for which your article predicts 1% interference from Sporadic E without any trouble from this source whatsoever. Why move them above 60 mc.?

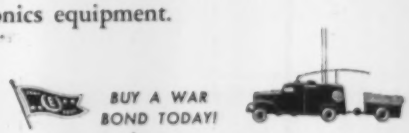
EDWIN H. ARMSTRONG
Columbia University in the City of New York

April 24

YOU NEED hallicrafters EQUIPMENT
in high frequency development work

• The new Hallicrafters AM/FM receiver, Model S-36, designed for maximum performance on the very high frequencies. Provides continuous frequency coverage from 27.8 to 143 Mc. Covers old and proposed new FM bands.

Rail and motor lines, maritime services and universally expanding aviation are planning new or improved communications systems to keep up with the forward pace. In these and many other fields of science there is an urgent demand for the latest developments in very high frequency and ultra high frequency apparatus. In your work in these fields, look to Hallicrafters for advanced communications and electronics equipment.



THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U. S. A.

ONE MAN IS A POOR AUDIENCE

Sentenced to jail, Paganini, great violinist, played to his jailer —a poor audience for such talent.

Be sure your program has a worthy audience! Use:

Baltimore's Listening Habit

WCBM

The Blue Network Outlet

John Elmer, President — George H. Roeder, General Manager

FREE & PETERS, INC.
Exclusive National Representatives

'Widder Brown' Up In Hooper Check

First in Daytime shows, 'Ma Perkins' Is Second

FORMERLY SIXTH in the C. E. Hooper Inc. ratings of network daytime shows, *Young Widder Brown* this month moved up to first place in the "top ten" weekday programs listed in the April report with *Ma Perkins* coming up to second from its previous fourth spot.

Third was *When a Girl Marries.*

Measured in terms of the number of listeners per radio set, *Captain Midnight* led the field and Tom Mix took second place. The Tom Mix program also registered the largest number of men listeners per set, according to the April report. *Ma Perkins* was found to have the largest number of women listeners per set, with *Terry and The Pirates* ahead in the children's category.

For the first time, *Kate Smith Speaks* was listed as the program with the highest sponsor identification, registering 71.1%.

Due to the death of President Roosevelt and cancellation of all commercial programs, no figures are included for April 13 and 14. Saturday daytime ratings will be based on interviewing conducted April 21 and will be sent out with the April 30 report, the Hooper organization said.

RIO DELAY, NARBA EXTENSION OFFICIAL

POSTPONEMENT of the Third Inter-American Radio Conference in Rio de Janeiro from June 1 to Sept. 3 and agreement by the U. S. to extend the North American Regional Broadcasting Agreement one year, became official last week.

The Government of Brazil last week notified the State Dept. that the Rio conference would be postponed to Sept. 3 at the request of the U. S. and other American nations, who felt additional time would be needed for preparation.

In a letter to the State Dept. last week, FCC Chairman Paul A. Porter wrote: "On further consideration of the matter in the light of present conditions, the Commission is of the opinion that recommendations should be made for extension of the Agreement (NARBA) for a period of one year from March 29, 1946."

All other nations except Cuba already had agreed to extension.

Publishers Association Elects Chandler Head

WILLIAM G. CHANDLER, an executive of the Scripps-Howard organization (WCPO Cincinnati, WNOX Knoxville, WMC Memphis) and president of the Scripps-Howard Supply Co., was elected president of the American Newspaper Publishers Assn. at its annual meeting in New York April 26. He succeeds Linwood I. Noyes, publisher of the *Ironwood* (Mich.) *Globe*, who becomes a director of the ANPA for a two-year term.

Other officers named were: David W. Howe, business manager of the *Burlington* (Vt.) *Free Press*, vice-president; Norman Chandler, publisher of the *Los Angeles Times*, secretary; Edwin S. Friendly, general manager of the *New York Sun*, treasurer.

Directors named were: E. M. Antrim, busines manager of the *Chicago Tribune* (WGN); J. S. Gray, publisher of the *Monroe* (Mich.) *News;* F. I. Ker, publisher, *Hamilton* (Ont.) *Spectator;* William F. Schmick, business manager of the *Baltimore Sun.*

Radio Is Effective, Cooper Tells AP

ALTHOUGH the airwaves have been used effectively for Associated Press institutional promotion, radio does not yet tell the listener enough about the source of the news, Kent Cooper, AP executive director and general manager, said in his report to the members, submitted at AP's annual meeting April 23 in New York.

"Very much can be done with this medium (radio) in acquainting the public with the AP, its organizations and its people," Mr. Cooper's report read. Stressing the need for "widespread public awareness and appreciation of the meaning and significance of the words 'the Associated Press'," Mr. Cooper wrote, "the fact must be faced that in the swift tempo of this day, fine craftsmanship alone may be ignored."

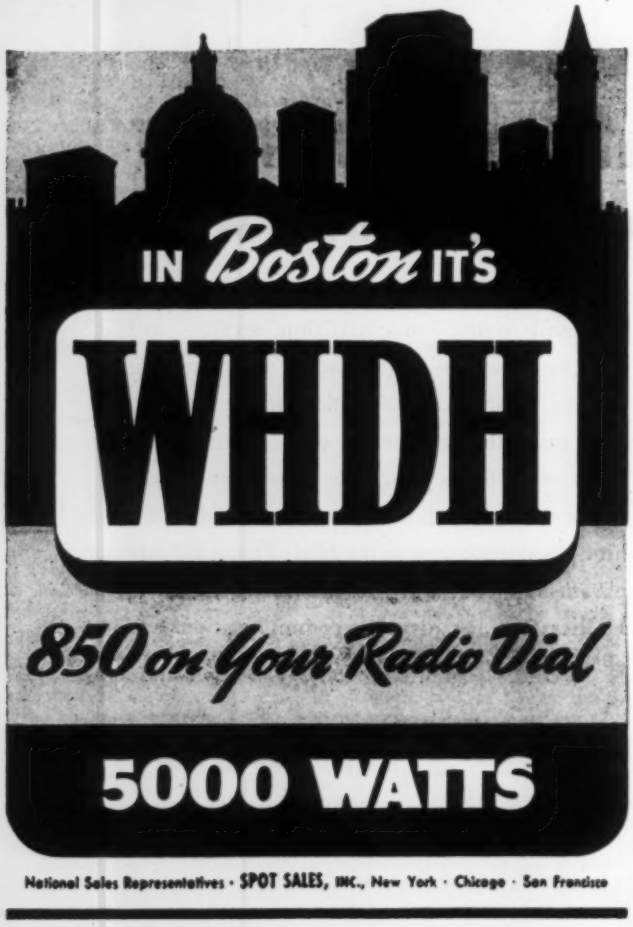
Six AP directors were reelected for three-year terms, in a vote principally by proxies due to ODT restrictions on travel. Renamed to the directorate are: Roy A. Roberts, *Kansas City Star* (WDAF); Col. Robert R. McCormick, *Chicago Tribune* (WGN); Palmer Hoyt, *Portland Oregonian* (KGW); L. K. Nicholson, *New Orleans Times-Picayune*; E. Lansing Ray, *St. Louis Globe-Democrat*; Stuart H. Perry, *Adrian* (Mich.) *Telegram.*

Following AP officers were reelected: Robert McLean, *Philadelphia Evening Bulletin* (WPEN), president; Frank B. Noyes, *Washington Star* (WMAL), lifetime honorary president; Houston Harte, *San Angelo* (Tex.) *Standard* (KGKL), 1st vice-president; Norman Chandler, *Los Angeles Times*, 2nd vice-president; Lloyd Stratton, secretary; F. J. Starzel, assistant secretary; L. F. Curtis, treasurer, and Claude A. Jagger, assistant treasurer.

Mr. Cooper continues as executive head of the organization.

Filene's Store in Boston Takes WNAC Phone Quiz

WILLIAM FILENE'S Sons Co., Boston department store, starting May 2 will sponsor *Tello Test* quiz program with Fred Lang as m.c. every Monday, Wednesday and Friday from 9:15-9:30 a.m. on WNAC Boston, key station of the Yankee Network.



National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

EL PASO TEXAS

is the economic capital of a vitally important empire embracing 15 COUNTIES in 4 STATES in 2 NATIONS.

Only KROD the "influential" station in El Paso covers it ALL.

DORRANCE D. RODERICK, OWNER
VAL LAWRENCE, MANAGER

600 KC · CBS · 1000 Watts
Howard H. Wilson Co. · National Rep.

For Results IN THE EL PASO Southwest use KROD

COMPETENT RADIO EXECUTIVE AVAILABLE

15 years experience

Sales-Agency Contacts
Program
Engineering
Labor
Budget Control

BOX 560, BROADCASTING

Scene from Warner Bros. Picture
"RHAPSODY IN BLUE"

Quality Transcription

Fairchild Portable Recorder

. . . that keeps the original music and speech alive!

Your station announcer . . . not quality variation . . . should tell your listening audience whether your broadcast is a 'live' or 'recorded' program.

'Live' and 'recorded' quality should be practically indistinguishable!

Fairchild-built recording channels put the fundamental tone and all overtones up to 8,000 cycles on the record at full strength. The bass takes on the character of the individual instruments instead of the all-too-prevalent overall 'boom, boom' which leaves the listener wondering whether the recorded sound is string bass, brass horns, bassoon or drums.

At the other end of the sound spectrum, and throughout all intermediate ranges, Fairchild recorded sound comes back over good playback systems with absolute *naturalness*.

No doubt remains in the listener's mind that he's hearing the 'live' qualities of the orchestra, band, or the even-more-difficult-to-record individual performances of the piano or pipe organ.

Fairchild Portable Recorder descriptive and priority data are available. Address *New York Office:* 475 - 10th Avenue, New York 18; *Plant:* 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.

Fairchild CAMERA AND INSTRUMENT CORPORATION

SOUND EQUIPMENT

FLORIDA'S NO. 1 MARKET

continues to show important increases year-in and year-out the year 'round.

YEAR 'ROUND

★ Population OPA Civil 2-15-44—294,400
★ Retail Sales — $202,804,000
★ Effective Buying Income—$403,370,000
★ SM Est. 1944

WIOD MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

5,000 WATTS ★ 610 KC ★ NBC

HOOP-LA... ALLEZ—OOP!

KQV's listener ratings on non-net shows jumped 63% since November 1944, the advent of its new ownership and staff. KQV's going places in Pittsburgh, and so are its advertisers.

ALLEGHENY BROADCASTING CORP.
National Representatives: SPOT SALES, INC.

Radio Sets Peace Pattern

(*Continued from page 17*)

ference progresses. Personality copy will be held in importance only as related to the actual deliberations of the official delegations, it was stated. Radio executives are fretful that there will not be sufficient copy to hold interest.

Prevailing thought is that big news won't break fast enough to keep the frequencies alive with the multiplicity of programs scheduled. Repetitious reporting, frequently a fault of radio, it was pointed out, will send radio news correspondents scurrying for any scrap of news that might pass muster with the surfeited listeners.

With Paul White, director of CBS public affairs and news broadcasts, sitting it out in New York for any eventualities, Fox Case, western division director of that department, is in charge of all San Francisco operations, coordinating activity of some 25 commentators, news analysts, reporters and writers, who have shifted to the scene from New York, Chicago, Washington, Hollywood and other points. Phil Woodyatt, assistant to Mr. White and CBS San Francisco news bureau manager, is collaborating with Mr. Case.

Chester J. LaRoche, vice-chairman of Blue-ABC, and Robert E. Kintner, vice-president in charge of news and news features, scheduled to be in San Francisco for the opening Conference, are detained in New York for a fortnight. G. W. (Johnny) Johnstone, director of news and news features, was among the first to arrive in San Francisco. He set up shop and will remain throughout the Conference, coordinating the work of 43 commentators, analysts, reporters and assistants.

McCall Supervising

Francis C. McCall, manager of network operations, NBC news and special events division, New York, is supervising all broadcasts for that network. Assistants from New York, Washington, Chicago and Hollywood are covering the sessions. E. B. Canel, director of Latin-American programs, NBC international division, is covering the Conference for shortwave to South America, cooperating also with the Coordinator of Inter-American Affairs. With him is Vicente Tovar, NBC international division commentator of Washington.

John D. Whitmore, Mutual director of news, New York, is supervising all broadcasts for MBS. He has 30 commentators, analysts, reporters, writers and assistants from other parts of the country under his supervision.

Special features of the daily sessions are being shortwaved to all United Nations and liberated areas, as well as enemy-occupied countries and territories.

Armed Forces Radio Service, beside handling shortwave broadcasts to servicemen overseas, also is transcribing programs for release on 400 AFRS stations in the various war zones. OWI overseas division is shortwaving programs to civilians in enemy as well as friendly territory.

Radio's physical setup to handle the heavy load of programs from the Conference is centered in the Veterans' Memorial building, adjacent to the War Memorial Opera House.

Studio Setup

Each of the four major U. S. networks has a space setup of 18 by 38 feet into which studios, control and newsrooms have been thrown up without disturbing any of the existing partitions in the Veterans building. In the draw for location, Blue-ABC came off with the choice pick, sharing space between CBS and NBC but with fewer pillars and corners to contend with.

Radio booths have been erected in the lush Diamond horseshoe circle of the Opera House, giving broadcasters practically front-row position in the 3,200-seat auditorium. All networks, including BBC, have been assigned a box and booth each, with independents occupying one. Networks and independents are pooling facilities to a degree at the Opera House. Instead of the customary 50 or more microphones for such a historic event, broadcasters have agreed to hold the battery of mikes down to a minimum of 10.

Two of these have been assigned to the more than 40 local and out-of-town independents. NBC is feeding to BBC with the latter doing the same to Canadian and Australian networks. Blue-ABC also is extending to BBC its transcontinental wire after midnight (PWT) so that the latter can send highlights and programs to New York direct for transmission via trans-Atlantic radio.

In keeping with the dignity of the event, radio, at the suggestion of the State Dept., agreed to eliminate the customary mike pants, with no station or network identification being shown during broadcasts from the War Memorial Opera House.

New Blue Affiliates

WHGB Harrisburg, Pa., now under construction, will join Blue-ABC as a basic supplementary affiliate when it begins operation as a full-time station, 250 w on 1400 kc, June 15 or sooner. On May 15, KMPC Bakersfield, Cal., 1,000 w on 1560 kc., will become a basic affiliate of the Blue, replacing KERN Bakersfield, 1,000 w on 1410 kc., which will join CBS on that day. KMPC is currently an outlet for Mutual-Don Lee and will continue that affiliation until October 15.

AT SAN FRANCISCO CONFERENCE

RADIO reporters and commentators registered at the United Nations Conference on International Organization, which opened April 25 in San Francisco, follow:

U. S. NETWORKS

BLUE-ABC—James Abbe, Patience Abbe, Albert Allen, G. Warren Andresen, Margo Atwood, J. G. Baldwin, Deanne Banta, H. R. Baukhage, Berton Bennett, Sidney A. Blank, Aida Link Brenneis, Keith Brown, Edward Burke, Guy H. Cassidy, Barbara Connor, Kathleen Conrad, Edward J. Conture, Ernest Cuneo, James P. Daugherty, Treva Davidson, Charles Davis, George V. Denny, Mrs. Jeanne Denny, James W. Downs, David Drummond, Mark W. Dunnigan, Hugh Elliott, Grace Enoch, Bill Irin, Wright Esser, A. E. Evans, George Fenneman, Pauline Frederick, Ernest Gill, Lerot Grandey, Robert Greene, Robert Hall, Taubner G. Hamma, Charles Harris, Vernon L. Harvey, Ben Hecht, Ray Henle, Eleanor Higby, Mary Scott Hill, Hedda Hopper, Coleridge Hutson, Robert James, Lorraine Jenevein, G. W. (Johnny) Johnstone, Henry Jones, Lillian Kaplan, Barbara Kinning, Robert Kintner, Horace Kiser, Joyce Labachotte, Chester J. LaRoche, Frank La Tourette, R. F. Laws, Robert Light, Henry Lilla Jr., Walter Lonner, John R. McDonnel, R. P. McGaughey, Maj. Gen. Paul B. Malone, Imogene Martin, Molly Merrick, George O. Milne, Frances Minton, Anthony Morse, James Moser, Raymond Moulin, Byron Nelson, Francis Oliver, Henry Orbach, T. B. Palmer, Judith Perkins, Brig. Gen. Junius Pierce, USA Ret., Russell Pray, Bryson Rash, Victor Reed, Clifford Rothery, Milton Samuel, Don Searle, Vincent Sheean, Marjorie Stott, Mrs. Raymond Swing, Raymond Swing, John Taylor, Edward Tomlinson, Edward Weiner, R. H. Wesson, Pauline Wickersham, J. Donald Wilson, David Wills, Walter Winchell, Herbert B. Wyers.

CBS—Mary Aldrich, Les Bowman, Lloyd Brownfield, Ralph Brunton, Ned Calmer, Fox Case, Norman Corwin, Ira Dilworth, Maj. George F. Eliot, Joe Ennos, William Fineshriber, Mrs. William Fineshriber, Harry Flannery, Bill Henry, Grant Holcomb Jr., John Hook, Chet Huntley, Joseph C. Harsch, James La Schaum, Herb Lewis, Dan Lundberg, Hildegarde Gauss, C. L. McCarthy, Don Mozley, Ken Owen, Nelson Pringle, Lou Sawyer (Mrs. Ashworth), Eric Sevareid, William L. Shirer, Helen Sioussat, Paul Sjtith, Boland Smith, Dr. Wallace Sterling, Bob Trout, Miss Douglas Wood, Paul White, Phil Woodyatt.

MUTUAL—Cecil Brown, Leo Cherne, Upton Close, Arthur Gaeth, Theodore Granik, Mrs. Alexander Griffin, Alexander Griffin, Royal Arch Gunnison, Peggy Herbert (Mrs. John D. Whitmore), Charter Heslep, Charles Hodges, Fred Morrison, William Pabst, Edward Pettit, Rex Miller, Arthur Prim, Irving Sulds, John D. Whitmore, Lawrence Wood.

NBC—Alex Drier, John Elwood, Sterling Fisher, Graeme Fletcher, Ben Grauer, Richard Harkness, H. V. Kaltenborn, Mrs. H. V. Kaltenborn, Fleetwood Lawton, Francis McCall, Don McNamara, Selden Menefee, Theodore Meyers, Wayne Miller, Elmer Peterson, Richard Rand, William Ratigan Larry Smith, Walter van Kirk, John Wald.

OTHER NATIONS

AUSTRALIAN BCST. COMM.—Alan Carmichael.

BRITISH BROADCASTING CORP.—Gerald Cook, Alistair Cooke, Marion Cooper, George Darling, Thomas P. Gale, Mary Hone, W. M. Newton, John Salt, Anthony H. Wigan.

CANADIAN BROADCASTING CORP.—Rene Garneau, James P. Gilmore, D. C. McArthur, Douglas Nixon, Elmore Philpott.

FRENCH RADIO (Radiodiffusion Francaise)—Claude Veillet-Lavallee.

U. S. STATIONS

KFH—George Gow.

KFWB—Sam Balter, Peter De Lima, Louis Dolinet, Mrs. J. Borden Harriman, John B. Hughes, Mrs. Eleanor Wilson McAdoo, Harry Myers, Bill Pennell, William Ray, Mrs. Theo. Sanders.

KGER—Merwin Dobyns.

KMA—Earl E. May, Owen Saddler.

KROW—John K. Chapel, Philip G. Lasky, Sydney Wales.

KSAN—Jerry Akers, Lee Girous, S. H. Patterson.

KSLM—Glen McCormach.

KWLK—C. D. Chatterton.

KYA—William H. Brown, Don Federson.

WBBB—Mrs. E. Z. Jones.

WDRC—George Brooks Armstead.

WGN-WJJD—Dr. Preston Bradley.

WLS—Harold A. Safford, John Strohm.

WOR—Bessie Beatty.

WOW—Ray Clark.

WITH, WWDC—Ian Ross MacFarlane.

WPRA Mayaguez, P. R.—Andres Camara.

QUEBEC PROVINCE RADIO PLAN SIGNED

THE QUEBEC Government bill to set up a provincial broadcasting system [BROADCASTING, March 26] was signed by the Lieutenant-Governor of Quebec April 20. Under the bill and its amendments from the original plan the province is authorized to set up a broadcasting system at a cost of not more than $5,000,000, and can expropriate existing stations to do so.

A three-man commission will manage the system, the commission to be appointed by the Government. The commission will be the active management with the manager receiving $9,000 annually and the assistant manager $7,500.

No intimation has been given as yet as to when Radio-Quebec will come into existence. Under international law only the federal government of Canada has jurisdiction to license broadcasting stations, and it is understood no applications for licenses for Radio-Quebec have been received as yet.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . .

WBNX reaches

•

2,450,000 Jewish speaking persons

1,523,000 Italian speaking persons

1,235,000 German speaking persons

660,000 Polish speaking persons

•

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

KNOW-HOW shows how in Western North Carolina

The first exhaustive survey of radio listening in Western North Carolina was made by Industrial Surveys Company. WWNC is the first station of its size and the first outside of a metropolitan market to subscribe to a listener diary study. This study represents reports covering a greater percentage of radio homes than in any other market so measured. It includes those in all 12 counties in the WWNC daytime primary (and roughly the night-time primary and secondary) area.

FIRST ALL WEEK

Throughout the WEEK one Western North Carolina station leads all competition. WWNC has a 7-day average MORNING rating more than *four times* that of the second-rating station; an AFTERNOON average better than 2½-to-1; an EVENING average better than 2½-to-1.

More, WWNC commands virtually half the *total* audience morning, afternoon and evening.

WWNC 570 KC Serving Western North Carolina from ASHEVILLE

Don S. Elkins Executive Director

Represented by the Katz Agency

"Consarn it! We dasn't shoot now—WFDF Flint says it's agin International Law!"

CIVILIAN RECEIVERS NOT YET IN SIGHT

INITIAL post-V-E-Day cutbacks are not expected to run more than 10% during the first six months and probably will come in the simpler types of communications equipment, Louis J. Chatten, director of the WPB Radio & Radar Division, said last week in disclosing that he had called the Industry Advisory Committee to meet with him in Washington to discuss reconversion plans.

Mr. Chatten said that it is difficult to predict when production of civilian radio sets will be resumed, explaining that the first communication equipment freed by cutbacks probably will be for air and rail transport and law enforcement. He said that about 98% of the productive capacity of the industry has been diverted to direct military construction since the start of the war.

Candy Series

BEATRICE CREAMERY Co., Chicago, began sponsorship April 23 of 10 spot announcements weekly for 26 weeks, thru Foote, Cone & Belding, Chicago, on WLW Cincinnati.

BAKERSFIELD GOES CBS

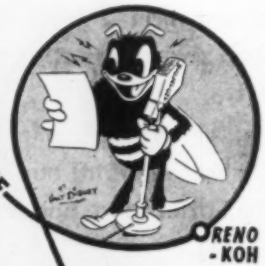
Down in the oil country, where KERN has always been the top station, CBS takes over on May 15th to bring listeners the programs of one of the country's great networks.

To users of the *Beeline* this means excellent availabilities, high ratings, big audiences in Bakersfield.

WHAT IS *The Beeline*

Not a regional network but a group of long-established key stations, each the favorite in its community... combined* on a new basis for National spot business.

**See McClatchy Beeline rate listing first under California in Standard Rate and Data.*



McClatchy Broadcasting Company
Sacramento, California

Robert A STREET National Sales Manager

Paul H. RAYMER CO. National Representative

CBS Affiliate Meet Set April 30-May 2

CBS was to open its three-day meeting of owned stations and Radio Sales, April 30 at the Ritz-Carlton, New York, with Frank Stanton, vice-president, presiding. Morning sessions of the regular semi-annual meeting will be devoted to discussions between station managers and other executives, and CBS management. Managers and network operating heads will confer in the afternoon.

Scheduled to participate in the Monday afternoon discussions were Henry Grossman, CBS director of technical operations; Joseph H. Jackson, personnel manager; Howard Lane, director of station relations; James M. Seward, assistant secretary; Paul White, director of public affairs and news broadcasts. Session concludes with a reception by Radio Sales for station executives, clients and agencies.

Tuesday Roundtable

William B. Lodge, CBS director of general engineering, will participate in the Tuesday morning roundtable meetings. Following a luncheon with John Macdonell, United Nations Information Service, as principal speaker, the conference will resume. Participating in discussions will be Douglas Coulter, CBS vice-president in charge of programs; John K. Churchill, research director; Dick Dorrance, director of promotion service for CBS-owned stations; Oscar Katz, assistant director of research; Jan C. Schimek, director of editing and copyright; Frances Farmer Wilder, consultant on programs. A luncheon winds up the session May 2.

Those attending will be: H. Leslie Atlass, CBS vice-president in charge of the central division and general manager of WBBM Chicago; Donald W. Thornburgh, CBS vice-president in charge of western division and general manager, KNX Los Angeles; Carl Burkland, manager, WTOP, Washington; Harold E. Fellows, manager of New England operations for CBS, from WEEI Boston; Arthur Hull Hayes, general manager, WABC New York; A. E. Joscelyn, general manager, WCCO Minneapolis-St. Paul; A. D. Willard Jr., general manager, WBT Charlotte, N. C.; J. L. Van Volkenburg, assistant general manager, WBBM Chicago; J. Kelly Smith, general manager of Radio Sales, Chicago; Howard Meighan, manager of the eastern division of Radio Sales.

Monogram Campaign

MONOGRAM Pictures Corp., Hollywood, conducted a one-week campaign in connection with the New York opening, April 25, of "John Dillinger", and contemplates buying time nationally as soon as performance dates are set in other cities. Business is placed by Weiss & Geller, New York. WNEW WINS WHN WMCA carried the Monogram 30 and 60-second transcriptions.

Ross Knows Radio

(*Continued from page 16*)

Mr. Ross while traveling to San Francisco on the correspondents special train last week. Reporting his conversation, Mr. Heslep said Mr. Ross displayed considerable "know how" about radio.

Mr. Ross told the MBS executive how KSD St. Louis, the *Post-Dispatch* station, helped end a trolley strike there by putting microphones in the mayor's conference. Mr. Ross reflected a wide experience as a listener to radio, and showed an alert interest in programming and peak audience hours.

Mr. Heslep and other radio men told Mr. Ross of the difficulties they encountered in trying to cover the death of President Roosevelt. The question of radio representatives being assigned to Presidential trips was raised. The subject, often a talking piece in Washington, of placing Capitol radio men on a par with major press associations in news coverage, was brought up. On all these matters Mr. Ross was silent, except to state that his mind was open. He said he intended to talk with network representatives and station men soon after he assumed his new role.

Shows Pride in KSD

He expressed great pride in KSD, the station to which he has been closest, and demonstrated more than a casual interest in the station's problems of operation.

Mr. Ross, who is 59, was a 1932 Pulitzer prize winner. He went to school with Mr. Truman in Independence, Mo. He was president of the Gridiron Club in 1933 and chairman of the Overseas Writers in 1927. He taught journalism at the U. of Missouri for 10 years. He was chief Washington correspondent for the *Post-Dispatch* from 1918 to 1934; editor of the editorial page from 1934 to 1939 and has been contributing editor since that time. The newspaper's publisher, Joseph Pulitzer, has granted Mr. Ross a two-year leave of absence to serve in the White House.

Sponsors Prepare for Summer

(*Continued from page 15*)

Frank Morgan's *Coffee Time* NBC Thurs. 8-8:30 is May 31, with summer plans not set. G-F's noon-time *Kate Smith Speaks*, placed by Y&R for Jello, also switches to promotion of products handled by B&B June 2-Aug. 31, for Sure-Jell or Certo.

Advertisers with summer shows also reported set include Schenley Distillers Corp. (penicillin), resuming *The Doctor Fights*, CBS Tues., 9:30-10 p.m., June 5, 13 weeks, Biow Co., to replace Cresta Blanca Wine Co. (subdivision), *This Is My Best*, BBDO. Also Pabst Sales Co., Danny Kaye, CBS Fri., 10:30-11 p.m. replaced June 8, 17 weeks with Harry James orchestra, program having shifted April 27 from Sat. 8-8:30 p.m., Warwick & Legler.

Others are Reichhold Chemical Co., Detroit Symphony, MBS, Sat. 8:30-9:30 p.m., replaced April 14 to end of Sept. with *Symphony of the Americas* Sat., 8:30-9 p.m.; Grant Adv., Brown & Williamson Tobacco Corp., *Raleigh Room*, NBC Tues. 10:30-11 p.m., June 12, 13 weeks with Sigmund Romberg, Russel M. Seeds Co.; American Tobacco Co., Jack Benny, NBC Sun. 7-7:30 p.m., replaced June 3, 17 weeks with Wayne King's orchestra; Pepsodent Co., Bob Hope, NBC Tues. 10-10:30 p.m., replaced June 12, 13 weeks with *Man Called X*, Foote, Cone & Belding.

Standard Brands Inc. will replace Charlie McCarthy NBC Sun., 8-8:30 p.m., June 3, 13 weeks with Spike Jones—other talent, still to be set according to J. Walter Thompson Co. Philco Corp. again replaces *Hall of Fame*, Blue-ABC Sun. 6-7 p.m., May 6, 13 weeks with a musical, *Philco Summer Show*, this year featuring Georgia Gibbs, singer and m.c., with Paul Whiteman and the Merrimacks, with tentative plans to cut to a half-hour, Hutchins Adv., Philadelphia, Agency.

Sponsors set to replace their shows, but still undecided on the substitute include: United Drug Inc., *Rexall Radio Show*, CBS Fri. 10-10:30 p.m., July & August, N. W. Ayer; Electric companies advertising program, *Electric Hour*, CBS Sun., 4:30-5 p.m., a musical show, N. W. Ayer; R. J. Reynolds Tobacco Co., Abbott & Costello, NBC Thurs., 10-10:30 p.m. (probably a short hiatus), Wm. Esty & Co.; Lever Bros., Bob Burns, NBC Thurs. 7:30-8 p.m., off June 28, back Oct. 4 and *Amos 'n' Andy*, NBC Fri. 10-10:30 p.m., off June 29-Oct. 5, both R&R; Kraft Cheese Co., *Great Gildersleeve*, NBC Sun. 6:30-7 p.m., off July 1, Needham, Louis & Brorby. Outlook for Standard Brands Eddie Bracken show, NBC Sun. 8:30-9 p.m. is uncertain with comedian expected to report for induction late in May and a replacement sought, Kenyon & Eckhardt.

Colgate-Palmolive-Peet Co. will replace Kay Kyser on *College of Musical Knowledge* Wed. 10-11 p.m. July-August, Ted Bates Inc. Socony-Vacuum Oil Co.'s *Information Please*, NBC Mon. 9:30-10 p.m., goes off after June 18, and will be replaced, possibly by show starring Met. singer Rise Stevens, through Compton Adv. S. C. Johnson Inc. replaces *Fibber McGee & Molly*, NBC Tues. 9:30-10 p.m., last broadcast June 19 or 26, probably with Victor Borge in musical comedy. Agency, Needham, Louis & Brorby.

Still Undecided

Among those still mulling pros and cons of going off are E. I. DuPont De Nemours, *Cavalcade*, NBC, possibly off June 25, BBDO; Aluminum Co. of America, *Miss Hattie*, NBC, Fuller, Smith & Ross; Lewis-Howe Co., *Here Comes Elmer*, CBS, Roche, Williams & Cleary; Chrysler Corp., *Shower of Stars*, CBS, without Major Bowes beginning April 26, R&R; Time Inc., *March of Time*, Blue, possibly the usual hiatus, Y&R; Andrew Jergens Co., Walter Winchell, Blue, probably the usual commentator replacements, 4 weeks, Lennen & Mitchell.

Allis-Chalmers follows Boston Symphony, Blue-ABC with Boston Pop Concerts, May 5 thru July 14, and may continue with Esplanade concerts and then a brief hiatus before regular fall broadcast, Compton Adv. under terms of current 45-week contract. Ford Motor Co. also deciding this weekend on summer schedule for *Village Chapel*, and *Early American Dance*, Blue-ABC, with expectation that *Stars of the Future* will go off permanently at contract's conclusion in June. Agency, J. Walter Thompson Co.

Campbell Soup Co., shifting Jack Carson show, CBS Wed. 8-8:30 p.m. from Foote, Cone & Belding, N. Y. to Ward Wheelock Co., undecided on summer plans. Also in the "undecided" group is Colgate-Palmolive-Peet Co., for Bill Stern, NBC, Ted Bates Inc.

Sponsors going off for the summer and planning no replacement include General Foods Corp. (five shows) *Maxwell House Coffee Time*, NBC Thurs. 8-8:30 p.m., off May 31, Benton & Bowles; *Hop Harrigan*, Blue-ABC Mon.-Fri. 4:45 p.m., July thru Sept., Y&R; *Kate Smith Hour* CBS Sun. 7-8 p.m., off June 10, 13 weeks, *Aldrich Family*, CBS Fri. 8-8:30, p.m., off two-four weeks, Young & Rubicam, and *Toasties Time*, CBS Sun. 6:30-7 p.m., off June 10, 13 weeks, Benton & Bowles. Also Lever Bros. *Lux Radio Theater*, CBS Mon. 9-10 p.m., J. Walter Thompson Co., and Burns & Allen, CBS Mon. 8:30-8:55 p.m., Y&R. Hiatus for latter time includes July 2-Aug. 20, with Joan Davis to come in fall. *Theater* is off after June 11, back Aug. 13. Lever also takes a hiatus for Lipton Co.'s *Inner Sanctum*, CBS Tues. 9-9:30 p.m., off after June 26, back Aug. 28 (Y&R).

Others in this category include Petri Wine Co., Sherlock Holmes, MBS Mon. 8:30-9 p.m., off May 28, 13 weeks, Y & R; Procter & Gamble Co., *Truth or Consequences*, NBC Sat. 8:30-9 p.m., off July 7, 8 weeks, Compton Adv.; Sweets Co. of America, Dick Tracy, Blue-ABC, Mon. Wed. Fri. 5:15-5:30 p.m., off May 28, Ivey & Ellington. P&G also drops *Gaslight Gayeties* NBC Sat. 8-8:30 p.m. for eight weeks after July 7, Biow Co.

Also George W. Luft Co., *Sammy Kaye's Varieties*, Blue-ABC, Fri. 10-10:30 p.m., expected to go off May 18, fall plans indefinite.

WHAT?
4,880 MINUTES
...Bought by Banks?
Yes, the South Bend story is different! South Bend banks used 4½ solid broadcast days of WSBT program time in 1944, plus hundreds of spot announcements. But, wait—
South Bend department stores used 23,020 minutes or 21 broadcast days, plus 8,138 spot announcements. All in all, 118 leading local advertisers, by waiting in line for available time, conclusively prove that—
South Bend KNOWS What Hooper SHOWS!*
* Overwhelming preference for WSBT. Send for figures. They're terrific!
960 KC — 1000 WATTS
COLUMBIA NETWORK
WSBT
SOUTH BEND

PAUL H. RAYMER COMPANY • *National Representatives*

28th
U. S. METROPOLITAN DIST.
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta San Francisco

630 ON THE DIAL
• MORE PEOPLE LISTEN
• MORE PEOPLE BUY
CKRC
WINNIPEG - CANADA
"THE DOMINION NETWORK"

FOR THE
"World's Best Coverage of the World's Biggest News"
UNITED PRESS

KXOK
ST. LOUIS 630 KC.
5000 Watts Full Time
BLUE NETWORK
Represented by John BLAIR & CO.

ACTIONS OF THE FCC

APRIL 21 TO APRIL 27 INCLUSIVE

Decisions . . .

ACTIONS ON MOTIONS

APRIL 17

WMC Memphis—Commission on its own motion continued hearing on license renewal set 4-20-45 to 5-21-45.

APRIL 25

Central Broadcasting Co., Wilkes-Barre, Pa.—Granted petition to intervene in hearing now set 4-30-45 on application of Baron Broadcasting Co. for new station Wilkes-Barre.

Birney Imes Jr., Corinth, Miss.—Granted petition for continuance of consolidated hearing now set for 5-7-45 of his application and that of Corinth Broadcasting Co. for new station, Corinth; continued hearing to 6-6-45.

WGBF Evansville, Ind.—Commission on its own motion postponed hearing on application for license renewal from 5-1-45 to 6-1-45.

ACTIONS BY ADM. BOARD

APRIL 23

1400 kc WJLB Detroit—Granted mod. license change corporate name from John L. Booth Broadcasting Inc. to Booth Radio Stations.

New Jersey Broadcasting Corp., Jersey City, N. J.—Granted mod. CP authorizing new developmental broadcast station, to change name from New Jersey Broadcasting Corp. to Atlantic Broadcasting Co.

KGFF Broadcasting Co., Shawnee, Okla.—Placed in pending file application for CP new FM station.

Richard Austin Dunlea, Wilmington, N. C.—Same.

McClatchy Broadcasting Co., Sacramento, Cal.—Same.

WAIR Broadcasting Co., Winston-Salem, N. C.—Same.

Bradford Publications Inc., Bradford, Pa.—Same.

McClatchy Broadcasting Co., Fresno, Cal.—Same.

WFAM Inc., Layfayette, Ind.—Same.

Columbia Broadcasting System, Minneapolis—Same.

Wm. H. Block Co., Indianapolis—Placed in pending file application for CP new commercial television station.

ACTIONS BY COMMISSION

APRIL 24

960 kc WELI New Haven, Conn.—Granted vol. assgn. license from City Broadcasting Corp. to Connecticut Radio Foundation Inc.

1090 kc KEVR Seattle, Wash.—Granted license renewal for period ending 5-1-48.

770 kc KOB Albuquerque, N. M.—Granted extension special service authorization 770 kc 25 kw N 50 kw-LS unlimited, using trans. authorized under CP as mod., for six mo. starting 6-1-45. Present license extended on temp. basis pending final determination of application in Dockets 6584 and 6585 for period ending 11-1-45.

1240 kc KVSO Ardmore, Okla.—Granted mod. license increase 100 w N to 250 w N. Granted license renewal for period ending 8-1-46.

1460 kc WOKO Albany, N. Y.—Adopted opinion and order granting petition for authority to continue operation after 4-27-45; ordered issuance special temp. authorization for continued operation until 5-2-45.

1230 kc WISE Ashville, N. C.—Granted license renewal for period ending 2-1-46.

1240 kc WJIM Lansing, Mich.—Granted license renewal for period ending 8-1-46.

1000 kc WCFL Chicago—Granted license renewal (main and aux.) for period ending 5-1-48.

1540 kc KXEL Waterloo, Ia.—Granted license renewal for period ending 5-1-48.

Licenses of following stations expiring 5-1-45 were extended on temp. basis only for period ending 7-1-45 pending determination license renewal application: KDKA KEX KFAB KGDM KJBS KLRA KMOX KNX KPMC KRLD KSL KFBI KSTP (main and aux.) KTHS KVOO KWJJ KWKH WAPI WBAL WBZ WBZA WCAR WCAU WCAZ WCKY WDGY WDZ WGAR WGNY WHAM (and aux.) WHN (and aux.) WHO WIBC (and aux.) WINS (and aux.) WJJD WLAC WLDS WLIB (and aux.) WMBI WOWO WOAI WQXR (and aux.) WRVA (and aux.) WTAM WTIC WTOP WWVA KYW.

1110 kc WBT Charlotte, N. C.—Present license further extended on temp. basis for period ending 7-1-45 pending determination license renewal application.

1160 kc KSL Salt Lake City—Directed that special temp. service authorization be extended on temp. basis for period ending 7-1-45, to operate two Fed. Teleg. tubes instead of two W-E tubes in last radio stage; conditions.

1020 kc KFVD Los Angeles—Granted extension license on temp. basis only for period ending 5-1-48, upon express condition that it is subject to whatever action FCC may take on pending license renewal application.

1520 kc KOMA Oklahoma City—Same.

1510 kc KGA Spokane, Wash.—Same.

1000 kc KOMO Seattle, Wash.—Same (and aux.).

1110 kc KPAS Pasadena, Cal.—Same.

1140 kc KSOO Sioux Falls, S. D.—Same.

Courier-Journal and Louisville Times Co., Louisville—Granted renewal of license for developmental station W9XEK for period ending 5-1-46; subject to changes in assignment which may result from proceedings in Docket 6651.

The Journal Co., Milwaukee—Same for W9XJC.

National Broadcasting Co., New York—Same for W1OXR. W1OXF.

WBEZ Chicago—Granted license renewal for period ending 5-1-46, subject to changes in assignment which may result from proceedings in Docket 6651.

WNYE Brooklyn—Same.

WBOE Cleveland—Same.

WIUC Urbana, Ill.—Same.

Radio Corp. of America, Camden, N. J.—Granted license renewals for experimental television stations W3XAD and W3XEP for period ending 2-1-46 subject to change in assignments which may result from proceedings in Docket 6651.

The Atlanta Journal Co., Atlanta, Ga.—Extended on temp. basis only for period ending 7-1-45, license for developmental station W4XAJ, pending determination license renewal application and subject to changes in assignment which may result from proceedings in Docket 6651.

Board of Education of San Francisco Unified School District, San Francisco—Same for non-commercial educational station KALW.

Following high frequency broadcast stations granted license renewal for period ending 5-1-46, subject to changes in assignment which may result from proceedings in Docket 6651: WBRL WLOU WENA WDUL WBNF-FM WMFM (and aux.) KHJ-FM WHNF KMBC-FM WGYN WEAR-FM WSM-FM WIP-FM WRIC-FM WELD (and aux.) WDRC-FM KYW-FM WOWO-FM WFIL-FM WGNB WHEF WTAG-FM WTNT WWZR.

Licenses for following high frequency broadcast stations were extended on temp. basis for period ending 7-1-45: WBCA KOZY WMLL WQXQ WHFM.

NEW-1600 kc John M. Spottswood, Key West, Fla.—Adopted memorandum opinion granting petition to amend application for new station to specify 1600 kc 500 w unlimited; removed from docket and granted; conditions.

NEW-1230 kc Voice of Talladega Inc., Talladega, Ala.—Adopted memorandum opinion granting application for new station 250 w unlimited; conditions.

Tentative Calendar . . .

APRIL 30

Baron Broadcasting Co., Wilkes-Barre, Pa.—CP new station 1240 kc 250 w unlimited. Other participants are: Key Broadcasters Inc., John H. Stenger Jr., Northeastern Pennsylvania Broadcasters, Central Broadcasting Co.

To Be Held in San Juan, P. R.

WPRP Ponce, P. R.—CP 1520 kc 5 kw D 1 kw N unlimited. License renewal. Install new trans. and antenna and move trans. Vol. assgn. license from Julio M. Conesa to Voice of Porto Rico Inc. (1420 kc 250 w unlimited).

Consolidated Broadcasting Corp., Ponce, P. R.—CP new station using facilities of WPRP.

Tyler Heads AER

DR. I. KEITH TYLER, radio director of Ohio State U., Columbus, has been reelected president of the Assn. for Education by Radio in the annual election, conducted this year by mail ballot. Other officers are: Luke Roberts, education director, KOIN Portland, Ore., 1st vice-president; Robert Hudson, director, Rocky Mountain Radio Council, Denver, 2d vice-president; Kathleen Nichols Lardie, radio supervisor, Detroit Public Schools, secretary; George Jennings, acting director, Chicago Radio Council, treasurer. Blanche Young, radio supervisor, Indianapolis Public Schools, was chosen president of the Great Lakes Regional AER; Mary Elizabeth Gilmore, radio director, Portland Public Schools, was elected president of the Pacific Coast Region.

MAY 1

WGBF Evansville, Ind.—License renewal.

Applications . . .

APRIL 23

NEW-48.5 mc WAIR Winston-Salem, N. C.—CP new FM station, 8,810 sq. mi., estimated cost $57,000.

870 kc KTBI Tacoma, Wash.—Special service authorization 870 kc 250 w unlimited.

1350 kc KID Idaho Falls, Ida.—Vol. assgn. license from KID Broadcasting Co. to Idaho Radio Corp.

APRIL 24

NEW-1400 kc Macon Broadcasting Co., Macon, Ga.—License to cover CP authorizing new station (WNEX).

NEW-46.5 mc Myles H. Johns, Milwaukee—CP new FM station, 6,950 sq. mi., $123,000 estimated cost.

APRIL 27

NEW-186-192 mc Connecticut Television Co., Greenfield Hill, Conn.—CP new commercial TV station Channel 8 (162-168 mc) ESR 1810, amended to request Channel 8 (186-192 mc) as proposed in reallocation; change trans. site to Booth Hill, Conn., and antenna changes.

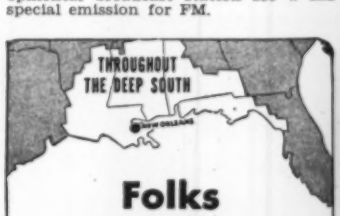
NEW-1050 kc Washtenaw Broadcasting Co., Ann Arbor, Mich.—License to cover CP new standard station WPAG.

NEW-49.7 mc Robert F. Wolfe Co., Fremont, O.—CP new FM station, $38,550 estimated cost.

WCNC Elizabeth City, N. C.—CP move trans. and studio to Norfolk, Va.

WAPI Birmingham—License to cover CP new developmental broadcast station W4XAP.

NEW-43.7 mc, 87.4 mc Everette C. Atkerson, Birmingham—CP new developmental broadcast station 250 w and special emission for FM.



Folks Turn First to—
WWL
NEW ORLEANS
50,000 Watts
Clear Channel
CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

FIVE EXECUTIVES ARE ADDED BY WOL

WOL Washington has added five widely-known persons to its executive staff including Arthur J. Casey, David H. Harris, Florence Warner, Jack Paige and Kathryn Cravens. George Grim was recently added as war correspondent servicing all Cowles stations [BROADCASTING, March 26].

Mr. Casey, whose KMOX forum *St. Louis Speaks* won the George Foster Peabody citation, is new executive assistant to Merle S. Jones, WOL general manager, and will direct public relations. Mr. Harris, former WTAG Worcester program production manager, will be program director. WTAG won the George Foster Peabody Award and the duPont Award among others in 1944.

Mr. Paige, who originated the WNAX Midwest Farmer Day, becomes director of special events. Miss Warner, formerly WHOM Jersey City special events director,

Mr. Harris

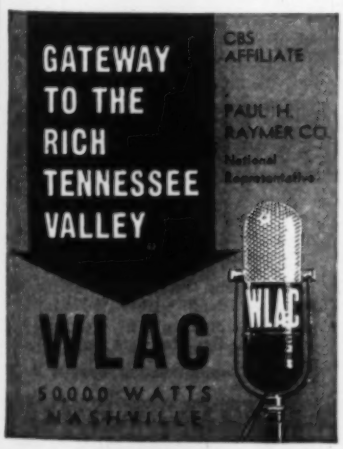
Mr. Page

will be educational director. Miss Cravens, recently women's commentator for WNEW New York, will go overseas for WOL to do special interviews from battle areas.

All of the Cowles stations, including WOL, will be served by Mr. Grim who is already in Europe.

Agronsky Decorated

MARTIN AGRONSKY, Blue-ABC commentator, has received the Asiatic-Pacific service ribbon from Gen. Douglas MacArthur for "sharing the hardships and dangers of combat with United States troops." Gen. MacArthur, in a letter to Mr. Agronsky, cited his "long and meritorious service . . . with the forces of this command," and stated that he had added "luster" to the profession of war correspondent.



MR. CASEY

COMPTON CHAIRMAN OF FOUR-A BOARD

RICHARD COMPTON, head of Compton Advertising, Inc., New York, has been named to a one-year term as chairman of the board of the American Association of Advertising Agencies, it was announced April 24 after tabulation of ballots cast by mail due to ODT restrictions on travel. Mr. Compton, who heads a list of new AAAA officers, succeeds Allen L. Billingsley, of Fuller & Smith & Ross, Inc., Cleveland.

New vice-chairman is Sigurd S. Larmon, Young & Rubicam, New York, and John L. Anderson, of McCann-Erickson, Inc., New York, was reelected secretary-treasurer for another year.

Directors-at-large elected for three years are: Melvin Brorby, Needham, Louis and Brorby, Inc., Chicago; Leo Burnett, Leo Burnett Co., Inc., Chicago, Henry M. Stevens, J. Walter Thompson Co., New York.

Directors elected to represent councils for one year are: Robert E. Lusk, Benton & Bowles, Inc., New York, New York Council; Donald D. Douglass, Harold Cabot & Co., Inc., Boston, New England Council; Norman W. Geare, Geare-Marston, Inc., Philadelphia, Atlantic Council; Fairfax M. Cone, Foote, Cone & Belding, Chicago, Central Council; and H. E. Cassidy, the McCarty Co., Los Angeles, Pacific Council.

All other directors-at-large continue in office until expiration of their terms.

Frederic R. Gamble was reelected president of the board of directors. List of AAAA officers and governors of sectional councils, reported in BROADCASTING, April 26 include in addition Lawrence L. Shenfield, Doherty, Clifford & Shenfield, New York Council; and A. W. Seiler, Cramer-Krasselt Co., Milwaukee, Central Council, governors.

RID Meet To Study Spectrum Policing

SPECTRUM policing, latest development in technical equipment and direction - finding in the postwar period will be stressed during a four-day meeting of regional supervisors and district inspectors - in-charge of the FCC Radio Intelligence Division.

Mr. Sterling

Called by George E. Sterling, assistant chief engineer in charge of the RID, the meetings will open May 1 and conclude on May 4 with a direction-finding demonstration in which supervisors will do work normally detailed to inspectors. Twelve RID supervisors and 22 field inspectors will attend from all parts of the continental U. S., Alaska, Hawaii, Puerto Rico and the Virgin Islands.

Working with Mr. Sterling in preparation for the conference is George S. Turner, chief of the field division, under whose supervision the field inspectors work.

Mr. Sterling is scheduled to speak on the technical phases of RID before the Baltimore Section, Institute of Radio Engineers, at 8 p.m. May 22 at the Engineers Club, Baltimore.

Borton NAB Director

FRED W. BORTON, president and general manager of WQAM Miami, has been unanimously elected director of NAB District 5, succeeding John C. Bell, WBRC Birmingham, the NAB announced Thursday. Balloting was by mail. Mr. Borton takes office July 1. In a mail primary Messrs. Bell and Borton won the nominations. Mr. Bell, however, wired all member stations of District 5, comprising Alabama, Florida, Georgia and Puerto Rico, that his health would not permit him to serve another term. Consequently Mr. Borton's election was unanimous.

Mr. Borton

'Boston Globe' Sponsors Luncheon Coast-to-Coast

FIRST coast-to-coast sponsorship of a public service program by the *Boston Globe* is the Boston Aviation Week luncheon on May 1 to be aired over WNAC Boston, and Yankee and Mutual network. Given by the Chamber of Commerce and broadcast from the Copley Plaza Hotel, the meeting will be heard 1:15-1:30 p.m. (EWT) and will be rebroadcast 10:30-10:45 p.m. that night on WNAC. Agency is John C. Dowd Inc., Boston.

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Help Wanted

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good postwar future. Box 932, BROADCASTING.

First class engineer wanted for 250-watt Indiana Blue Network station. Permanent job for right man. State full particulars and salary expected in first letter. Box 399, BROADCASTING.

Transmitter engineer, 1st class license, guaranteed weekly earnings, $52 per week with 5 kilowatt CBS New England station in small city with better than average living conditions. Immediate opening. Box 484, BROADCASTING.

Announcer—250-watt NBC affiliate in a fine metropolitan midwest city needs a good versatile announcer who can handle ad lib record and talent shows, news and commercials. Small, cooperative staff, excellent working conditions. No prima donnas, please. $65.00 per 48-hour week to right man. Tell us all about yourself. Box 524, BROADCASTING.

Control operator. Experienced or inexperienced. Write for full details. Permanent position. **Charles W. Brannen, Chief Engineer, WAGE, Syracuse, N. Y.**

Recent college graduate. Excellent opportunity business side radio. Box 529, BROADCASTING.

Somewhere there is a girl with radio experience who would like a job in continuity and traffic in a small progressive midwest station. Shorthand advisable. If you qualify, write complete details as to age, experience, etc. Box 537, BROADCASTING.

Announcer—Have opening for experienced announcer with knowledge of control board operation. Permanent position with good future. Excellent working conditions in 5 kw CBS Network affiliate. Give experience, age, draft status, salary requirements in first letter. Box 538, BROADCASTING.

Announcer—$40.00 for 40 hours, daytime schedule on network station. Midwest city over 100,000 west of the Mississippi. Replies confidential. Box 540, BROADCASTING.

CBS midwest affiliate needs specializing announcer for disc spinning. Handle one late hour nightly; half hour in P.M.; remaining hours staff work. Build saleability of your shows and talent money increases. $150 monthly basic. Box 551, BROADCASTING.

Salesman wanted—Man familiar with small market station operation and real understanding of radio sales. Send record of experience, references and photo first letter. Network station in center of richest farm area in west. Write Box 552, BROADCASTING.

Wanted—Top flight staff announcer with quality selling delivery for regional network affiliate station in northwest. Send references, photo, transcription with application. Box 553, BROADCASTING.

Opportunity for fluent and imaginative, but stable and sincere, staff announcer familiar with transcribed libraries to create and announce saleable shows at non-metropolitan NBC station, Rocky Mountain Area, non-defense farm community with good post war future. Please send transcription, photo, references, sample script. Write Box 554, BROADCASTING.

Golden opportunity for a young lady who can write bang-up radio commercials for a flourishing, long-established agency. Permanent position with a bright future. Write full details in first letter, including samples of recent copy. Our staff knows of this ad. Replies confidential. Box 559, BROADCASTING.

If you are a good all-round announcer familiar with RCA equipment we can use you immediately. Excellent opportunity for the right man. Forty-eight hour week with time and a half over forty hours. If you are the man tell us about yourself and when you can join us. Address Box 561, BROADCASTING.

New England announcer—For 5 kilowatt CBS station. Good living conditions, good pay, good future to competent man. Box 564, BROADCASTING.

New England writer—Radio copy, shows, announcements, features. Must write good commercial copy for radio. Box 565, BROADCASTING.

Help Wanted (Cont'd)

Wanted! For well known radio "hillbilly" show: musicians, singers, entertainers. Need good fiddle player, accordion player, clarinet man, must be union or willing to join. Also, interested in sister act, girl's trio. "Rep" show performers with comedy G. string or toby specialties also write. This is steady, full time work with established midwestern radio station. Box 567, BROADCASTING.

We want some good men. We're just a small southwest radio station with a big job ahead of us, expanding into a strong regional outlet in the near future. We need some good men to grow with us and help build a station to be proud of from a production, public service and commercial standpoint. We particularly need a program director-production manager, two or three top-flight announcers and a continuity director with program writing experience and talent. We expect to grow just as big as the men working for us make us grow. Write to Box 570, BROADCASTING, giving full qualifications in first letter. If you sound like the man we need, we'll come see you, wherever you are.

Wanted—Operator, first class license immediately. Send complete story first letter. Permanent. Box 574, BROADCASTING.

Wanted—Livewire salesman for 250 watt Mutual affiliate in Georgia. Basic salary and commission. Give full particulars about age, draft status, experience and references in first letter. Box 575, BROADCASTING.

Texas kilowatt Blue-Mutual desires improve its Hooper. Want program man who knows how. Tell All. Box 576, BROADCASTING.

Wanted—Sales manager for Tobacco Network. Good basic salary and liberal commissions. Start immediately. Headquarters Raleigh, North Carolina. Wire, phone or write Fred Fletcher, President, c/o WRAL, Raleigh, N. C.

Wanted—Platter turner for Musical Clock type daily program. Must have good air personality, dramatic ability and qualified experience in this kind of program. Write Manager, WKY, Oklahoma City, Oklahoma.

Need urgent, first phone engineer experienced in studio, transmitter maintenance and remote broadcasts. Permanent position with 250 watt Blue Network station for right man. Call or wire collect, Chief Engineer, WORD, Spartanburg, South Carolina.

Radio Station KHMO is enlarging its announcing staff and is in need of an additional announcer at once. You will need to operate your own turntables and must be experienced. Send audition transcription and write complete details as to age, experience, draft classifications, and how soon available, to **Radio Station KHMO, Hannibal, Missouri.**

Whatever became of all those good old dependable announcers? You know, the steady, reliable kind that you could count on and compliment for their good work? We need one. We offer steady employment, compatible surroundings and good salary. Are there any? KTFI, Twin Falls, Idaho.

WGCM Gulfport, Mississippi, Blue Network affiliate has permanent position open for announcer.

Chief engineer wanted on KGFW Kearney, Nebr. Permanent man showing initiative and responsibility has privilege of securing interest in business if desired. Write complete particulars, immediately.

Announcer—Versatile announcer required by 1000 watt Blue Network station. Include qualifications and salary expected in first letter. WBCM, Bay City, Michigan.

Announcer wanted—No Bob Hopes, no H. V. Kaltenborns needed. Prefer good, reliable "straight" man interested in permanent position with expanding independent station. Send audition disc, particulars to WPIC, Sharon, Pennsylvania.

Engineer. Transmitter and control room work. Recording experience helpful. Permanent. WAKR, Akron 8, Ohio.

Help Wanted (Cont'd)

Announcer—Experienced man to handle general assignments, record shows, write some script, read news. Excellent opportunity. Send all details re background, family and draft status, salary requirements, references, to Program Director, KSO, Des Moines 9, Iowa.

Wanted—Engineers and announcers for new station in Columbia, South Carolina. Write R. T. Allen, P. O. Box 1133. State starting salary.

Program director-announcer for 250 watt daytime operation station. Qualified man with ability and enthusiasm able to MC shows, do a good newscast, ad lib and handle announcers. Send transcription, photo and references. Salary $75. Position open immediately. Box 579, BROADCASTING.

Engineer, first class licensed $50.00 for 40 hours. Give full particular first letter. WREN, Lawrence, Kansas.

Copywriter urgently needed by expanding department of progressive station. This is outlet that previously offered here fun of trout fishing, ocean bathing, deer hunting plus congenial surroundings and opportunities. Same offer still goes to experienced continuity writer who can handle the job. Frankly, salary moderate but ample for good living in this picturesque seaside city. This is WHEB, Portsmouth, N. H. Wire, write or phone Dal Wyant.

Here's a real opportunity for versatile network caliber announcer, who can handle audience participating and news shows. High basic plus good talent on already available commercials. Progressive policy at this New York State, NBC station demands constant building of personalities. Write today to Box 586, BROADCASTING.

Situations Wanted

Announcer. 5 years experience sports, news, commercial, ad lib, M.C., remote shows. Good disposition, clean cut, dependable. Permanent 4F. Permanent position only. $225.00 monthly minimum. Available few weeks notice. Box 542, BROADCASTING.

Producer - writer, wide background drama and music, experienced public service broadcasting, seeks programming or production post in progressive station building local programs. 4F. College graduate. Available July first. Box 549, BROADCASTING.

Young continuity writer. Married. Draft deferred. Excellent references. Prefer large city. Box 562, BROADCASTING.

Chief Engineers position desired by qualified first class operator. Box 566, BROADCASTING.

Chief engineer—5 years experience. Married. 1 kw or higher, exchange information. Box 569, BROADCASTING.

After more than six years agency and staff experience as writer, producer, announcer and newsman; am looking for western station that needs reliable assistant manager or idea man who can take charge of news and production. Will only consider permanent position with post war security and upper bracket salary. Can arrange interview. Now employed by chain affiliate. Box 571, BROADCASTING.

Commercial writer and producer wants permanent position on network affiliate station. Eighteen years experience. Coming out of USMC in June. State salary and particulars in first letter. Draft status 4A. Box 572, BROADCASTING.

Programming-announcer desires position preferably mid-west. Married, draft deferred, age 29. Solid experience, aggressive, dependable. Do you want this man in a permanent post. Box 573, BROADCASTING.

Position as commercial writer. Excellent training good musical background. Draft exempt. Prefer New York. Will consider other location. Box 577, BROADCASTING.

Can you use two good announcers experienced in newscasts, commercials, live talent and platter shows, with special dramatic ability, who are seeking connections with up-to-date progressive station? Excellent references as to character and ability. Box 578, BROADCASTING.

Sales executive—Just returned from overseas. Qualified station manager, commercial manager or salesman. Seasoned experience in radio with newspaper background. Highly successful record. Family man, 38. Available immediately. Wire, write C. B. Heller, Ada, Ohio.

Editor-newscaster — Dependable, hard worker, good personality, draft exempt, deep south only; available July 15. Duncan Moore, Kentwood Arms, Springfield, Mo.

Situations Wanted (Cont'd)

Engineer—First class, 37 years, 23 years in radio, wants position where maintenance ability is appreciated, can do control room, remote and some announcing. Wallace V. Rockefeller, Wood River, Nebr.

Program manager—top station. Practical, experienced and knowledge programming and production. Now network representative and program manager leading city station. Served 8 years as station manager. Your inquiry held confidential. Box 580, BROADCASTING.

Announcer. College grad. Honorable discharge. Four years experience with network affiliates. Desire permanent connection with opportunity for advancement. Eastern station preferred. Writing and news experienced. Available June 1st. Best references. Box 581, BROADCASTING.

Announcer, 5 years experience on 5 kw net affiliate. News, music, drama, production. Woman. Box 583, BROADCASTING.

Experienced radio news and dramatic script writer with good mike delivery, wants midwest or west coast tie-up. Box 582, BROADCASTING.

News editor. 4 years experience editing and broadcasting news. 5 years 5 kw experience Woman. Box 584, BROADCASTING.

Need new program ideas? Is your station on west coast or New York City? Have you opening for energetic, dependable, draft exempt 33 year old program-production-announcer veteran? Box 585, BROADCASTING.

News editor: 15 years press service, newspaper and radio experience. 4F, single. Presently employed NYC daily. Prefers east coast. Permanent only. Box 587, BROADCASTING.

Wanted to Buy

Wanted—Everything for 100-watt station. Cash, trade, lease. Box 438, BROADCASTING.

Wanted to buy—250 watt transmitter meeting FCC requirements. Box 563, BROADCASTING.

Wanted—One thousand watt transmitter or amplifier. Must be in first class shape and pass FCC regulations. Phone, write or wire Nathan Frank, Radio Station WHNC, Henderson, N. C.

For Sale

For sale—Six brand new tubes in original cartons number F 128 A 1000 watt. Special price of $100.00 each. Box 541, BROADCASTING.

For sale—2 WE 33 RPM turntables 16 inch complete with motor. Verticle and lateral pick-up. Pre-Amp 80 B for above and WE control cabinet. Box 568, BROADCASTING.

250 watt newly rebuilt composite transmitter (without crystal oven) and G. R. 457A modulation monitor, $2,750 cash. Evening News, Port Angeles, Washington.

Miscellaneous

Good gags written. R. McKenna, 420 East 79th St., N. Y. C.

Will anyone knowing the whereabouts of Al (Sleepy) Stein wire collect to Bob Bowles, WCLS, Joliet, Illinois.

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FOREST SERVICE TRANSMITTER PLAN

ANTICIPATING use of national forest lands for FM and television relay stations, the Forest Service of the Dept. of Agriculture last week adopted policies and procedures for handling applications for special use permits to install transmitting and receiving facilities on Government land.

Instructions issued to regional foresters said: "A variety of circumstances suggests the need for early action with reference to national forest areas suitable as sites for radio transmitting and receiving stations. Extensive programs for the development of frequency modulation and television systems are merely awaiting the close of the war for their initiation. Discussion of the subject with members of the FCC suggests the desirability of announcement by the Forest Service of adequate policies and procedures. . . ."

Procedure to be adopted will include: (1) examination of site to determine whether establishment of radio facilities would conflict with public interests, (2) advising applicant (if finding is affirmative) that issuance of permit must await FCC authorization of proposed station, (3) transmittal of memorandum by forest supervisor of characteristics of site to Regional Forester, (4) transmittal to Chief of Forest Service and to FCC for use in considering application for station, (5) transmittal of FCC authorization (if granted) to applicant and submittal to Forest Supervisor, (6) issuance of permit to use site with special stipulations.

BROADCAST Measurement Bureau will hold its first board meeting in new quarters in New York May 3. Meeting will discuss problems of the big city non-network station, the foreign language station and other suggestions affecting measuring technique made at recent NAB district meetings.

WDAK, WRLD Transfer Of Licenses Approved

VOLUNTARY ASSIGNMENT of license WDAK Columbus and WRLD West Point, Ga., from the present licensee partnership to a new partnership composed of the present owners and two new individuals has been granted by the FCC, which at the same action approved voluntary assignment of WFEA Manchester, N. H., from the New Hampshire Broadcasting Co. to H. M. Bitner, sole owner.

Allen M. Woodall, general manager of WRLD, acquires 10% interest in the Georgia stations, and Margaret A. Pill, housewife and women's civic leader, acquires 8% interest. Amount involved is $15,300. L. J. Duncan now owns 40%, Josephine A. Rawls 12%, Effie H. Allen 10%. Mrs. Pill is to counsel stations on women's civic and public service programs.

No money is involved in the Manchester action. Mr. Bitner is also president and 30% owner of WFBM Indianapolis.

DEEMS TAYLOR was reelected president of ASCAP Thursday at the meeting of the new board including eight directors just elected. Reelected were Gustave Schirmer and Oscar Hammerstein vice-presidents and George W. Meyer as secretary. Jack Bregman replaced Max Dreyfus as treasurer.

WANTED
CHIEF ENGINEER

NBC affiliate, midwestern city, has immediate opening. Excellent opportunities. Furnish full particulars in first airmail, special delivery letter.

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At Deadline...

FCC GRANTS TWO NEW STATIONS

TWO NEW STATIONS, a regional at Key West, Fla., and a local at Talladega, Ala., were granted last week, FCC announced Friday.

Key West grant went to Capt. John M. Spottswood, AUS, Ret., formerly with Army QMC, for 500-w outlet on 1600 kc, unlimited. Voice of Talladega Inc. got 250-w, fulltime station on 1230 kc. Stockholders: Harry Held, businessman, president, 25 shares; Julius C. Vessels, chief engineer, WDOD Chattanooga, vice-president, 5 shares; D. Hardy Riddle, probate judge, secretary-treasurer, 25 shares.

Applicants specified they had materials. Grants were under FCC Supplemental Statement of Policy, Jan. 16, 1945.

PORTER CALLS FOR INTERNATIONAL MERGER

FCC Chairman Paul A. Porter went all-out for an international communications merger in speech before Baltimore Chapter, Morse Teleg. Club of Amer., Friday night. There should be no philosophical barriers preventing U. S. from having greatest communications system possible, he said, adding: "If such a result calls for a consolidation of all our international communications resources—and I believe it does—we should not hesitate to adopt such a plan."

International broadcasting, potent in psycological warfare, "can be effectively used for the purposes of peace," said Mr. Porter, who favored "a single American international communications organization." It was the first time Chairman Porter has gone on record on international communications question.

PEABODY HEADS ADVERTISING FOUNDATION

STUART PEABODY, director of advertising, Borden Co., is new board chairman of Advertising Research Foundation; Otis Kenyon, chairman of Kenyon & Eckhardt, is vice-chairman; Paul West, president, Assn. of National Advertisers, reelected secretary, and Frederic R. Gamble, president of the American Assn. of Advertising Agencies, reelected treasurer.

Directors for three-year terms include: Richard Compton, Compton Adv.; H. K. McCann, McCann-Erickson; William G. Palmer, J. Walter Thompson Co., representing AAAA; Lee H. Bristol, Bristol-Myers Co.; Allyn B. McIntyre, Pepperell Mfg. Co.; Gordon Cole, Can Mfrs. Institute, representing ANA. Allan Brown, Bakelite Corp., was elected for year to fill unexpired term of Harold Thomas.

NO HOME SETS SEEN UNTIL 1946

SPEAKING before a joint meeting of the U. S. and Canadian Radio Manufacturers Assn. in Montreal, Louis J. Chatten, director, WPB Radio & Radar Division, predicted resumption of home receiver manufacture will not be possible before first quarter of 1946. WPB plans, he explained, call for some manufacture of radio equipment for essential commercial services and unrestricted production of civilian replacements after V-E Day.

The joint meeting was termed by Presidents R. C. Cosgrove and R. M. Brophy, of U. S. and Canadian RMA's respectively, as presaging era of closer cooperation between two nations.

TROOP JUNCTION GETS BIG PLAY

ALL NETWORKS gave wide coverage to junction of Russian and Anglo-American forces announced by White House Friday. CBS highlighted its programming with recording of announcement of junction to USSR by Joseph Stalin, purportedly first time his voice heard on American radio.

These network voices were heard in comments and descriptions—NBC: Don Goddard, John MacVane, David Anderson, Roy Porter, W. W. Chaplin; Blue-ABC: George Hicks, Gordon Fraser, Baukhage, Jack Parker, Larry Tighe, Herbert Clark; MBS: John V. McDermott, Anne Stringer, Boyd Lewis; CBS: Richard Hottelet, Tris Coffin, Bill Shadel, Larry Leseuer, Maj. George Fielding Eliot, William Shirer, Ed Murrow. OWI overseas service carried White House announcement and statements by Churchill and Stalin.

BMB EDUCATION URGED

EXTENSIVE education among small market stations explaining methods of BMB was suggeted to BMB Board in resolution passed Friday at meeting of Small Market Stations Committee, Washington. Hugh Feltis, BMB president, addressing committee said acceptance of plan by small market stations compares very well with medium and large stations. An average of 53% has subscribed. The average for all stations is 57%.

Committeemen attending were: Robert T. Mason, WMRN Marion, O., chairman; James R. Curtis, KFRO Longview, Tex.; Marshall H. Pengra, KRNR Roseburg, Ore.; David Rosenblum, WISR Butler, Pa.; Harry R. Spence, KXRO Aberdeen, Wash.; Dietrich Dirks, KTRI Sioux City, Ia.

RADIO REACTION

DR. HARRISON SUMMERS, Public Service Division manager of Blue-ABC, told Greater Cleveland Radio Council in address last week that radio does react editorially on issues which have been given general public acceptance. Dr. Summers predicted radio would report conflicts in current San Francisco Conference but would be guarded in approach to such material.

THREE major networks have chosen days during Seventh War Loan on which they will devise special War Bond promotion. NBC has chosen Decoration Day, May 30; Blue-ABC, D-Day Normandy, June 6, and CBS, Flag Day, June 14.

SILENCE TELLS MUCH

FIRST INDICATION that Russian Army had encircled Berlin came when the German voice of radio was silenced April 23. Looking back now, observers interpreted that and the concurrent disruption of telephone service as the first tip-off on USSR's victory march. Only three of the transmitters which have for years blared out Nazidom's boast now remain in operation: Hamburg, Munich and Quisling station at Oslo. Journalists recalled that just five years ago these same signs indicated that Germans had captured the foreign capitals of other nations, since liberated by United Nations.

People

EUGENE S. THOMAS, sales manager, WO New York, has been nominated for directe ship of New York Sales Executives Club. Ele tion May 15.

TED O. THACKREY, editor-general ma ager, *New York Post* and director, WLIB In New York, has been elected president of st tion corp. He succeeds Elias I. Godofsky, r signed.

GEORGE CASE, new production manage WBBM Chicago, succeeds Fred Killian, w becomes specialist producer. Case job as a sistant program director to Val Sherman.

MICHAEL BARKWAY, former BBC Was ington correspondent, has been named C nadian representative for BBC, with offices Toronto. He succeeds S. J. deLotbiniere, w returns to London as BBC director of speci events.

ELOISE HEATH, formerly with Spot Sale Chicago, joins Mitchell-Faust Adv. Agenc Chicago, as timebuyer on May 7.

WEBSTER L. BENHAM Jr., director of pr motion and public relations, KOMA Oklahon City, has been named by Junior Chamber Commerce as Oklahoma's City's most usef citizen for 1944. Plaque and key were award by Mayor Robert A. Hefner.

CARLOS FRANCO, associate director, i charge of station relations, Radio Dept., Your & Rubicam, New York, has left Manhatta hospital where he was confined while broke leg mended. Returns soon to office.

J. RICHARDSON LOUGHLIN, formerly WGN Chicago production staff, has moved t NBC Chicago as production director.

DR. MELCHOIR PALYI, economic advisor t Goodkind, Joice & Morgan, Chicago, returne to headquarters there after two months a signment in Europe.

J. ARTHUR DUPONT, since 1937 commercial manager (Quebec region) of CBC, has re signed effective May 31 to take over organiza tion of his own new station, CJAD Montreal Station will operate on 800 kc with 1,000 w.

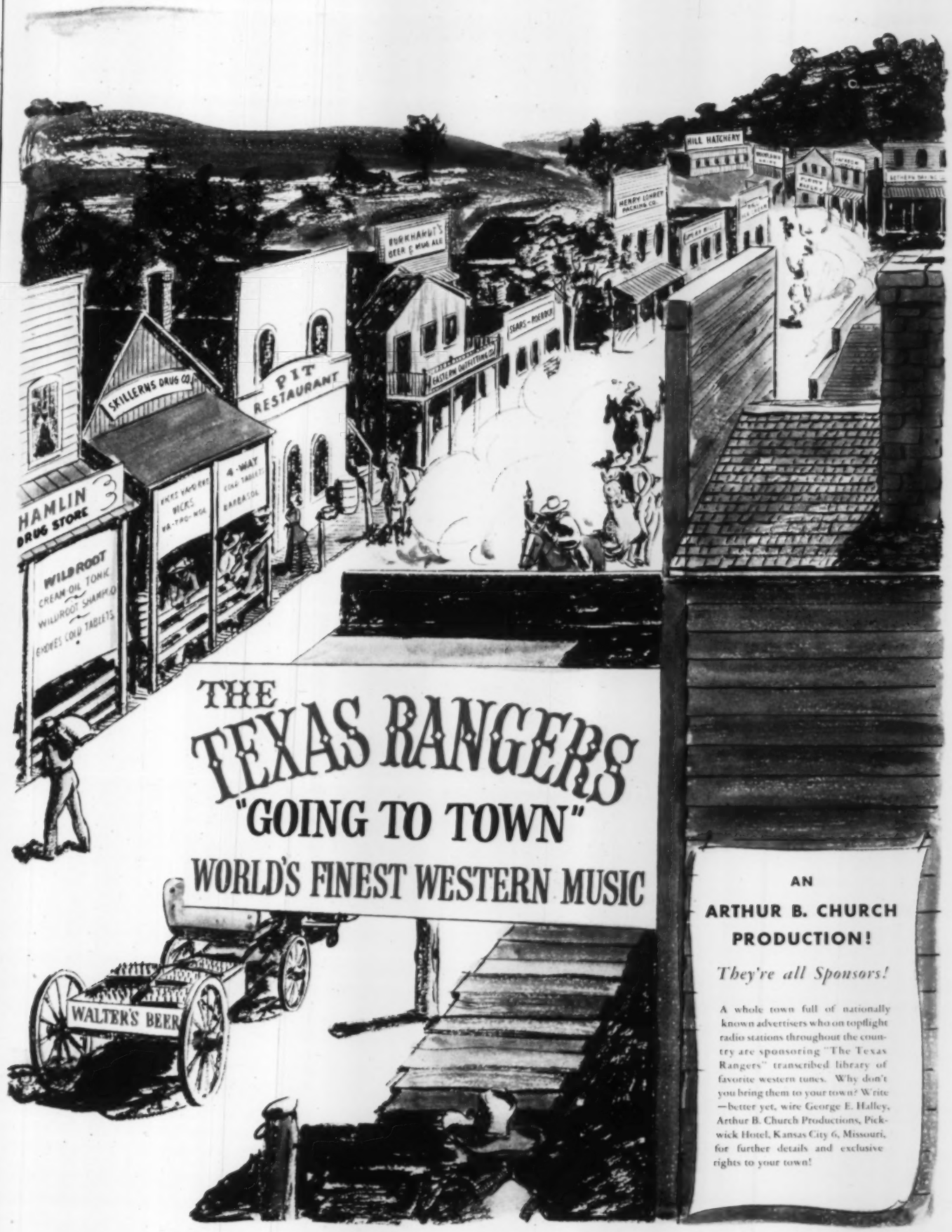
CAPT. CARL F. HOLDEN, USN, former Di rector of Naval Communications, last week was nominated by President Truman for th temporary rank of rear admiral. He served a director from Sept. 15, 1942-April 8, 1943.

COL. LLOYD H. WATNEE, commanding offi cer of Army Airways Communications System during 1943 and prior to that control officer, has been awarded the Legion of Merit.

HARRY M. PLOTKIN, FCC assistant genera counsel and chief of litigation, is acting general counsel during the absence of Rosel H. Hyde, sitting as examiner in hearings, San Juan, Puerto Rico.

DUPONT JOINS TBA

E. I. DUPONT DE NEMOURS & Co., photo products dept., was admitted as an affiliate member of Television Broadcasters Assn. and the new School for Social Research as an educational member, it was announced Friday following a TBA board meeting in New York.



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